BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
AUGUST 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

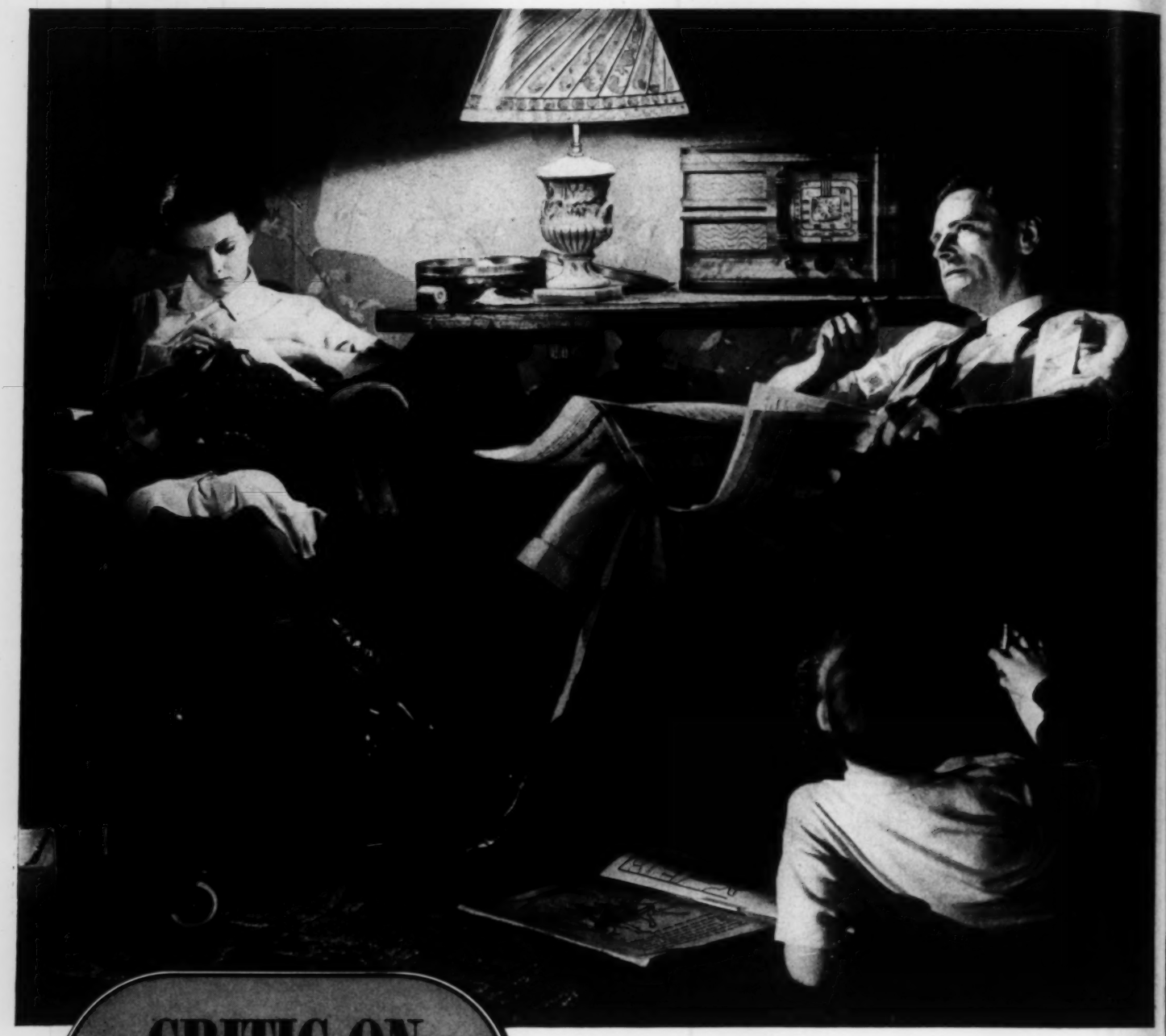
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
AUG 2 1937
LIBRARY

"Bag, Sir?"

Somehow, it seems rather significant to us that the advertisers who sell the most goods most of the time, use WOR pretty consistently to supplement their national radio campaigns in Greater New York. They know that the only way to get a stranglehold on 17.3% of the nation's radio homes in WOR's territory, is to put on a different show at a different time in addition to their network program. The whole thing seems darn logical to us. And more and more advertisers whose major sales stem from this fair ground are deliriously supporting it. It's also quite interesting to add, that a WOR supplemental can be had at the lowest 50,000-watt cost hereabouts. "Bag, Sir?"

WOR



CRITIC ON THE HEARTH?

Today, American Business must meet its critics man to man

TO paraphrase an old Irish saying, "A worker in the shop is a critic on the hearth." Today, as never before, American business must meet its critics man to man, in the frankest, friendliest manner.

In no way can this be done so simply, directly, and effectively as through radio. For in a man's home, on his own hearth, he is under compulsion to no word save that of his own choosing. Over his radio, your story suffers from no distractions, no visual presence. Only his ear is engaged—and his imagination.

To your man's imagination, the only limit of flight is that imposed by the story you have to tell. In the mysterious theatre of his mind, your story burns and *lives*—oblivious to surroundings. No other medium is so perfect for completing the perfect understanding.

Today, in millions of homes, millions of critics are being won to a sympathetic understanding of America's Business Aims through the use of NBC Networks. The facts are available to business through NBC representation—*everywhere.*

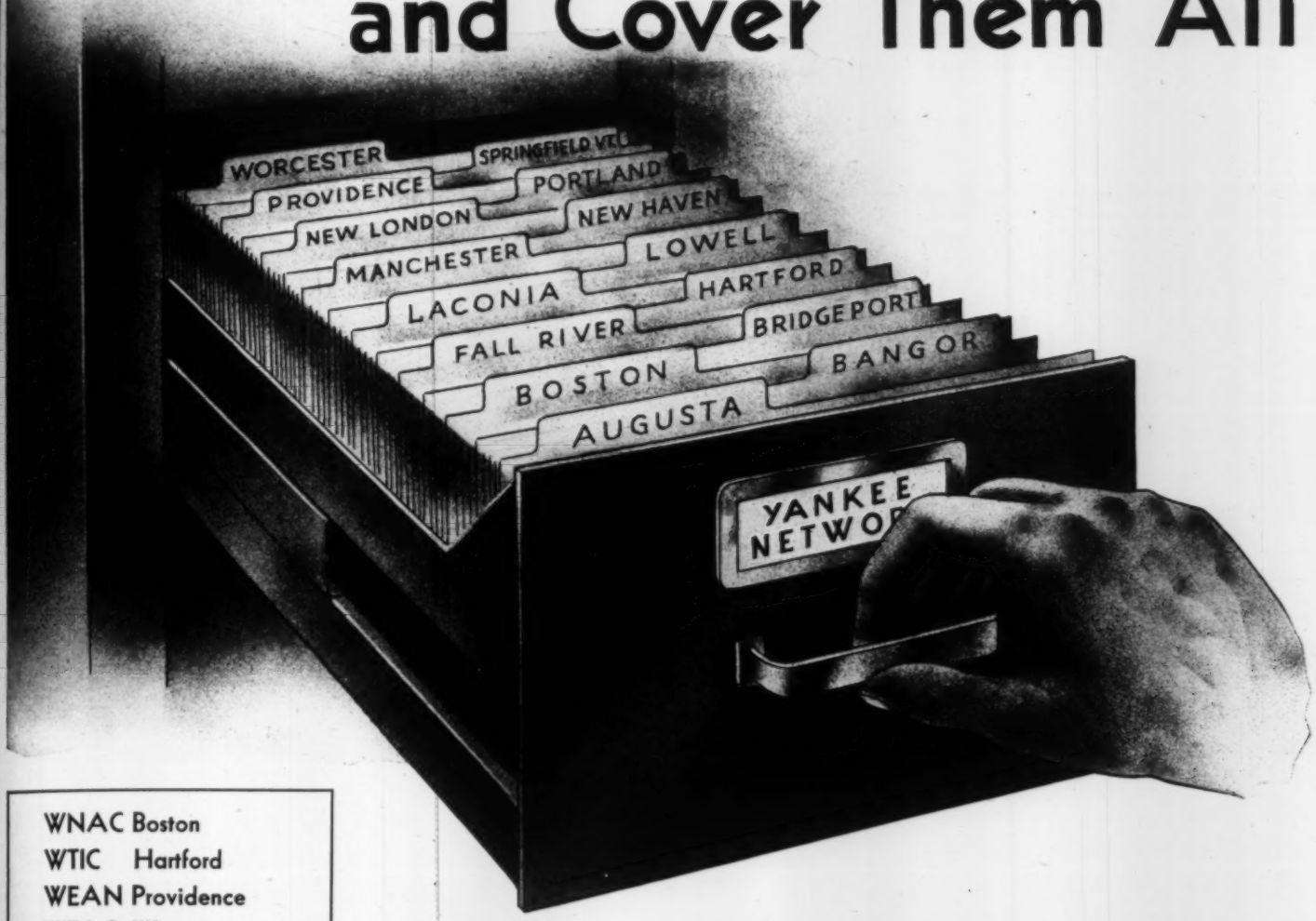
RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

XUM

Pick YANKEE NETWORK and Cover Them All



WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell
WLNH	Laconia
WRDO	Augusta
WNBX	Springfield, Vt.

WHEN you look at your New England market data and consider the large retail sales volume in relation to the small area, don't be too much impressed by this great concentration of buying power. It isn't all in one spot.

It is no more logical to use one or two stations here than to use one or two newspapers.

Every large city is a separate market that can be sold effectively only by direct local effort. Long distance selling will produce only scattered results. A strong local station will give you complete intensive coverage.

The Yankee Network's 15 stations give you that complete local coverage in every major market. You have the twofold power of each station's local popularity and influence plus the continuous daily appeal of Yankee Network programs, including NBC Red Network features in the larger markets.

You have all of New England's best sales territory at your finger tips with The Yankee Network. You can make a direct appeal to more listeners in more markets than with any other combination of stations you can buy.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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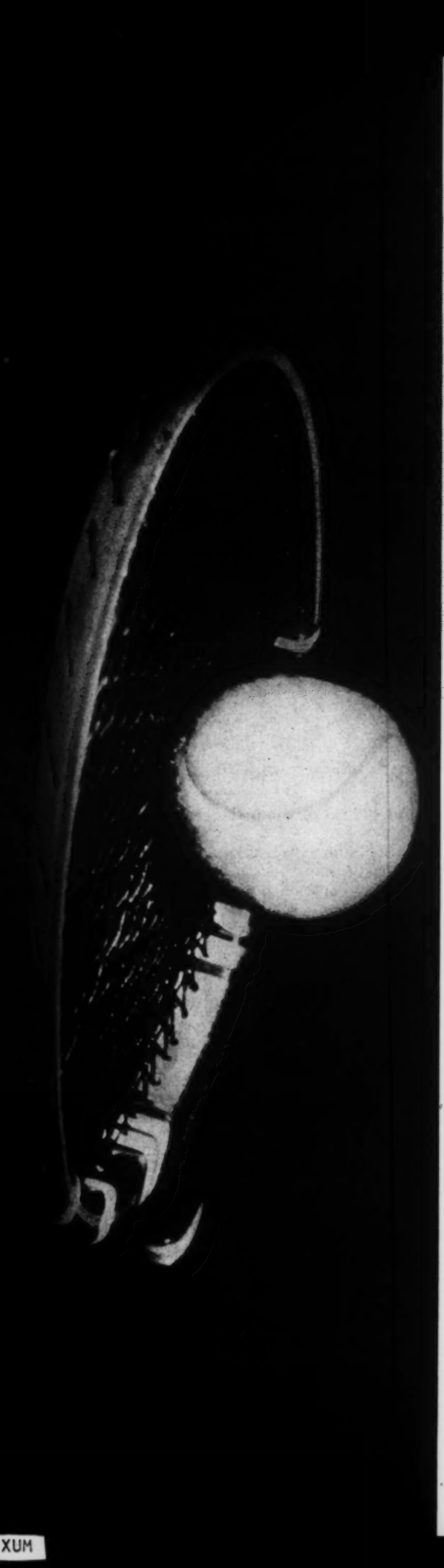
XUM

Taken at 1/100,000th of a second. Photos by courtesy of Ethyl Gasoline Corporation.

XUM



. . . at the moment of impact

COLUMBIA IS THERE!

In Wimbledon or Forest Hills . . . Princeton or Portland . . . Milwaukee or Carnoustie . . . broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play . . . at the moment of impact . . . with the starter's gun . . . with all the thrills and *all* the details. Here's just part of Columbia's advance and *exclusive* sports schedule.

COLUMBIA'S MAJOR SPORTS SCHEDULE *(Partial Listing)*

TENNIS
U. S. — Germany Davis Cup Matches from England . . *July 17-20*
U. S. — England Davis Cup Finals . . . . . *July 24-26-27*
★The National Doubles Tennis Championship . . . . *August 23-28*
★The National Singles Tennis Championship . . . *September 2-11*

GOLF
★The National Amateur Golf Championship . . . . . *August 23-28*
★The Women's Amateur Golf Championship . . . . . *October 4-9*
★The P. G. A. Championship . . . . . *May 1938*

RACING
★The Kentucky Derby . . . . . *May 1938*
★All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.

Endeavor II vs. Ranger for the America's Cup . . *July 31 to close*
CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U. S. Coast Guard Cutter Tahoe.

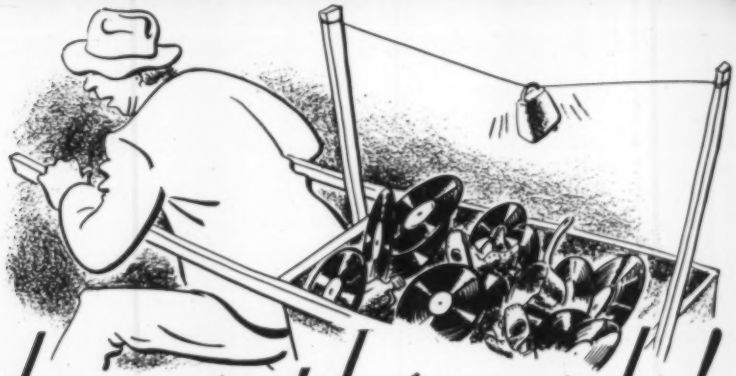
Plus baseball and football, of course, on nationwide hook-ups.

★CBS EXCLUSIVE BROADCAST FROM THE FIELD

COLUMBIA BROADCASTING SYSTEM

THE LARGEST RADIO NETWORK IN THE WORLD

XUM



JUNK *those phonograph records!*

*..here comes the Standard Radio POPULAR *Supplement*

WHAT IT IS AND WHY YOU NEED IT!

1—The only complete coverage of popular music available on high-quality transcriptions.

2—A minimum of 40 popular tunes per month, released in two monthly shipments to insure freshness!

3—Covers all current music as fast as released; hit tunes from usual sources, plus all "restricted" selections from newest films and stage shows, well in advance of their peak-of-popularity!

4—Interpreted by nation's finest dance orchestras and novelty units available in Hollywood. Real studio quality RCA recording, and new-type Victrolac pressings for perfect reproduction!

5—Our licensing arrangement gives you unrestricted use of restricted numbers without nuisance of individual clearance. And no recording artist litigation worries, either!

6—The "makings" of an exclusive local "Hit Parade". Priced so low that just one sponsor will cover cost of service and show a handsome profit!

7—Available either as part of the regular Standard Library Service to subscribers, or as a separate service.

THAT'S what we said — JUNK 'em! Sell them if you can, give 'em away if you must — but get rid of them one way or another! Clear the decks for Standard Radio's sensational new popular Supplement, the only complete coverage of popular music available on high-quality transcriptions! . . . Already over 100 radio stations have signed up, and are now enjoying freedom from recording-artist-litigation worries, and a licensing arrangement which provides for unrestricted use of restricted numbers without the nuisance of individual clearance . . . Priced so low that even one sponsor brings a handsome profit, and every sponsor thereafter is all "velvet" for you! Write or wire today for rates, and list of current releases — don't let another week pass without cashing in on this profitable new service!

*First releases now out to subscribers!

Standard Radio

180 North Michigan Avenue, Chicago, Illinois
6404 Hollywood Boulevard, Hollywood, Calif.

XUM

THE DOMINANT STATION IN NORTHEASTERN PENNSYLVANIA

WGBI

With 1000 watts (L. S.) and 500 watts night on 880 kilocycles, in the center of the dial, WGBI delivers the strongest signal available to the listeners in this densely populated section of Northeastern Pennsylvania. It is located in the third largest city in the State and in the center of the 17th largest metropolitan area in the U. S.

Giving more than a million listeners an exceptionally well balanced program schedule WGBI has built a tremendous habitual audience which depends on WGBI for Columbia Network features.

Because the national features are augmented by complete Transradio News Service, NBC Thesaurus, World Broadcasting System and Standard Program Libraries and *the* most important local programs, WGBI is not only first choice among listeners but is a *must medium* with *many* national and local advertisers.

In Pennsylvania you MUST use WGBI for Complete Coverage.

SCRANTON ★ PENNSYLVANIA

FRANK MEGARGEE, *President*

1000 Watts (L·S·) ★ 500 Watts Night

880 KC.

CBS

"What'll I get this time?"

BUYING radio time on the basis of *general* statistics is pretty much as uncertain as buying without *any* statistics. Because any given station (or any given time on that station) may be *swell* for selling cigars (for instance)—yet may *smell* for something else.

For example: Lots of stations run special sports reviews in the late afternoon. If you've got a *man's product* on a competitive station at the same hour, you're probably wasting your dough. . . . The statistics may or may not favor the competitive station—you're still out of pocket. And so on through literally hundreds of instances (all of which, incidentally, almost scream the advantages of spot-broadcasting).

If you want to make sure of what you'll get via radio, call us in and let us advise with you. We've got fourteen men who do *nothing* but study the ways in which radio can be made more profitable for you—hence for us. Why not telephone one of the offices mentioned below?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO ..... Des Moines
WGR-WKBW ..... Buffalo
WHK-WJAY ..... Cleveland
WHKC ..... Columbus
KMBC ..... Kansas City
WAVE ..... Louisville
WTCN ..... Minneapolis-St. Paul
KOIL ..... Omaha
KOIN-KALE ..... Portland
KSD ..... St. Louis
WFBL ..... Syracuse
KOL ..... Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC ..... Charleston
WIS ..... Columbia
WOC ..... Davenport
WDAY ..... Fargo
KTAT ..... Fort Worth
WDRC ..... Hartford
WNOX ..... Knoxville
KFAB ..... Omaha-Lincoln
WMBD ..... Peoria
WPTF ..... Raleigh
KVI ..... Tacoma
KTUL ..... Tulsa
WKBN ..... Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 3 WASHINGTON, D. C., August 1, 1937 $3.00 A YEAR — 15c A COPY

Musicians Threaten Strike Against Radio

Ultimatum on Jobs Must be Met by Sept. 16; NAB-Networks Cooperate in Industry Plea; Disc Sessions Continue

UNLESS the broadcasting industry submits a satisfactory plan for reemployment of musicians by Sept. 16, a general musicians' strike will be called, under an ultimatum handed the industry late July 30 by the American Federation of Musicians.

After several days of seemingly futile negotiations, the AFM extended from Aug. 14 until the September date, the time limitation on the withdrawal of studio orchestras, banning of remotes, and the walkout of musicians employed for record and transcription manufacture, unless a satisfactory compromise is reached. The meetings were held in the offices of ASCAP in New York, and were reminiscent of the hectic copyright days of 1935.

Resume Meetings Aug. 2

After handing representatives of the networks and of the NAB the ultimation on employment, AFM announced that it would continue its deliberations with transcription companies on Monday, Aug. 2.

Immediately following the sessions July 30, representatives of the NAB, NBC, CBS, Mutual and the Yankee and Colonial networks got together and issued a statement to all stations calling attention to the seriousness of the situation. Individual stations, not heretofore invited to the conference in New York, were notified that further meetings would be held during the Aug. 2 week with the AFM board, and were asked to participate.

Unlike the ASCAP copyright situation of two years ago, networks and the NAB were pulling together. The letter to all stations was signed by James W. Baldwin, managing director, for the NAB; Mark Woods, treasurer, for NBC; Lawrence W. Lowman, vice-president, for CBS; Fred Weber, general manager, for MBS, and John Shepard 3rd, president, for Yankee and Colonial. During the conferences network representatives explained they could not commit themselves for affiliated stations on any terms or agreement, and that the stations would have to speak for themselves.

The joint NAB-network statement recited the factor's leading up to the conferences with the international executive board of AFM. Referring to the demands of the AFM, the statement said their avowed purpose was "to compel the employment by our industry of a substantial number of musicians." As a means of enforcing these demands, the Federation indicates that broadcasting stations which fail to employ a number of musicians satisfactory to the Federation, at rates determined by its locals, will not be permitted:

(a) To play electrical transcriptions which utilize the services of union musicians.

(b) To play phonograph records which utilize the services of union musicians.

(c) To receive network programs which utilize the services of union musicians.

(d) To utilize the services of union musicians at their own stations directly or by remote control.

AFM, the statement added, first sought to have the network and NAB representatives deal for individual stations, which were not directly represented, by having the networks deal for their affiliates and the transcription companies and the NAB deal for independent stations. The letter continues:

"Because you have not been directly notified, because it was recognized that this is a problem which none of us has the power to decide on your behalf, and because we felt it desirable to avoid a course which might again divide our industry, this proposal was rejected by us, and we urged very vigorously upon the international board that it was the duty of the Federation directly to approach each involved and to consider the problem of each station on the merits of economic, geographical and other pertinent factors. This the Federation refused to do on the ground that the board has a mandate from its convention of last June to make this a national matter. The board further stated that it would not tolerate the delay incident to local negotiations with each individual station.

AFM Won't Elucidate

"We have, therefore, been given no alternative by the Federation but to apprise you of the situation, and of the fact that our industry, as a whole, has been given until Sept. 16 to lay before the international board a proposal which will result in the immediate employment of what the Federation considers a satisfactory number of musicians.

"Despite repeated efforts to elicit from the Federation a definite statement of what they consider the 'satisfactory number of musicians' which the broadcasting industry should absorb, the board has so far refused to commit itself on this point.

The letter said it was obvious from the demands of AFM, as well as from the temper of the meeting, that the industry is expected to make a "substantial contribution" to the solution of the unemployment problem or "face the consequences". It is too early, it was added, to attempt to give more than a bare outline of the situation. Moreover, it was stated, the final result of the meetings between AFM and the transcription and recording companies, to be continued Aug. 2, of necessity will have some effect upon the problem.

"We do, however, state to you

(*Continued on Page 85*)

WHAT MUSICIANS ASK OF BROADCASTERS

1. No records or electrical transcriptions to be used at any stations unless the number of musicians satisfactory to the American Federation of Musicians is employed at same.

2. To have musicians employed at radio stations or to have a station use records or electrical transcriptions of musicians belonging to the American Federation of Musicians, such stations must be licensed by the Federation.

3. Radio stations may make records or electrical transcriptions for audition purposes or for their own record but such records or electrical transcriptions must not be commercially used. Furthermore, radio stations desiring to manufacture records or electrical transcriptions must agree to the same rules and regulations as to recording companies or companies manufacturing electrical transcriptions and be licensed by the Federation. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program to be put on the air on the same day but the American Federation of Musicians must immediately be advised that such has been done and the record of such transcriptions must be sent to the American Federation of Musicians to be destroyed.

4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records or electrical transcriptions but does not employ musicians.

5. Members of the Federation can only play for the manufacturer of records or electrical transcriptions if the company, firm, corporation or individual making same is licensed by the American Federation of Musicians.

6. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription companies and the Federation.

7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.

8. Records can only be used at radio stations if same employ a number of musicians satisfactory to the American Federation of Musicians.

9. All contracts with radio stations made with members of the American Federation of Musicians must be under the conditions agreed upon between corporations making records and such as make electrical transcriptions.

10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same. Furthermore, each program of a broadcast published or caused to be published in a newspaper or trade publication must indicate clearly those portions of the program which are broadcast from electrical transcriptions or records.

11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies.

12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.

13. In no jurisdiction of any local of the American Federation of Musicians can members play for an employer in contradiction of any of the above rules.

14. If contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations, or networks in order to be valid must be approved by the International Executive Board of the American Federation of Musicians, the president of the Federation or any authority designated for that purpose by the Federation. Furthermore, contracts must contain all stipulations under which members of the American Federation of Musicians can make records or render services for radio corporations, stations or networks.

WEOA Joins CBS; KQW to Don Lee

NBC Plans Elaborate Salute For New Southern Stations

TWO NEW network affiliations—WEOA, Evansville, Ind., on CBS and KQW, San Jose, Cal., on Don Lee-Mutual—were announced during the last fortnight, along with plans of NBC to salute its 10 new southern affiliates on Aug. 1 with a program titled *Meet the Blue* featuring an address by Judge E. O. Sykes, chairman of the FCC Broadcast Division.

WEOA, which becomes the 105th CBS outlet, joins the network in the fall, the date depending upon the availability of telephone lines. It operates on 1370 kc., with 250 watts day and 100 watts night. It is owned by Evansville on the Air Inc., which also owns and operates WGBF, Evansville.

KQW, joins the Don Lee-Mutual network Aug. 1, increasing the Pacific Coast units of Mutual to 11 stations. Operating with 1,000 watts on 1010 kc., the station is owned chiefly by Ralph R. Brunton, who also heads KJBS, San Francisco. Lewis Allen Weiss, general manager of Don Lee is expected to announce the affiliation of KOL. Seattle, and other stations on the West Coast to the network within a short time.

Southern Salute

Elaborate plans for a salute to the 10 new NBC stations, marking a big stride in the expansion of the Blue network as a separate entity, have been made by the network. San Francisco, Chicago, and New York talent will unite for an hour from 11:15 p. m. (EDST) over the nationwide Blue network in greeting the stations. The stations are WAGA, Atlanta; WSGN, Birmingham; WMPS, Memphis; WROL, Knoxville; WJBO, Baton Rouge; WDSU, New Orleans; KFDM, Beaumont; KXYZ, Houston; KRIS, Corpus Christi, and KRGV, Weslaco.

All CBS commercials scheduled on KTSA, San Antonio, Hearst Radio Inc. station also will be carried on KNOW, Austin, operated by the same interests, through arrangements made with the network, it was announced July 27. KNOW is the only station in Austin, although a new daytime regional was recently authorized by the FCC [BROADCASTING, July 15].

The announcement was made after Emile J. Gough, Hearst Radio vice-president, returned to New York July 26 following an inspection of Texas stations in the Hearst group with Elliott Roosevelt, vice-president of the company in charge of stations in the Southwest. In addition to KTSA and KNOW, they visited KOMA, Oklahoma City, and WACO, Waco. Plans to improve the technical and studio facilities were considered. One of the first improvements will be at KOMA where additional studio space and new studios will be installed in the Biltmore Hotel.

KMBC-CBS Renewal

KMBC, Kansas City, on July 21 renewed for a five-year period its contract as the Kansas City outlet for CBS. Negotiations were completed by Arthur B. Church, president and general manager, with Herbert V. Akerberg, station relations vice-president of CBS.

NEW CROSLEY PUBLIC RELATIONS CHIEF

MR. STRINGER

MR. MICHELSON

Michelson Named Publicity Consultant By Crosley; Stringer Heads Promotion

COINCIDENT with the appointment of Charles Michelson, publicity director of the Democratic National Committee, as public relations consultant of the Crosley Radio Corp., and its stations WLW and WSAI, Powel Crosley Jr., president of the organization, announced the retention of Arthur Stringer, Chicago newspaperman and publicist as director of sales promotion of the two stations.

Mr. Michelson, who retains his post as publicity director of the Democratic Committee, will serve in an advisory capacity only, Mr. Crosley said. Recognized as one of the nation's foremost journalists, he joined the Committee in 1929 and has served continuously with it. His salary as a consultant, it is understood, will be $10,000 per year. He draws $21,000 from the National Committee.

Though there was much speculation over the appointment, Mr. Michelson declared July 27 that his contract specifies his duties shall not include practice before any government agency. He asserted he will remain in Washington and will simply be called upon to give advice on public relations matters from time to time.

The corps of special writers and columnists in Washington immediately sought to associate Mr. Michelson's new connection with WLW's quest for regulatory authority to broadcast with superpower of 500,000 watts, which it has used experimentally for the last three years. A routine renewal of license to WLW, issued by the FCC Broadcast Division on July 26 along with scores of others, likewise was tied into the retention of the New Deal press chief.

The fact that WLW has been under sporadic attack in Washington because of its high power operation also was played up in the special articles. The outburst against the Crosley organization during the reallocation hearings of last October by Telegraph Commissioner George H. Payne of the FCC, and the vitriolic speech of Rep. McFarlane (D-Tex.) last month, also were mentioned.

In announcing the Michelson appointment, Mr. Crosley said his work as a journalist, editor and director of public relations has been so outstanding "that we regard ourselves as exceedingly fortunate in having secured his services as public relations consultant." He added:

"He will advise us on all phases of our relations with the public, through the operation of stations WLW and WSAI, the advertising and sales promotion of both the stations and our manufacturing operations as well as indicating the avenues of research through which we may develop valuable information pertaining to the broadcasting business and the service rendered by WLW."

Mr. Stringer's Duties

Mr. Stringer, for many years identified with public relations work in Chicago, notably in the set manufacturing field, comes to the Crosley organization as the active head of station promotion activities. He will work under William S. Hedges, vice-president and general manager of the two stations, and will have supervision over publicity, sales promotion, advertising and research.

In his new work, Mr. Stringer will coordinate the sales promotion, advertising, publicity, statistical and research departments of the Crosley stations. He is a graduate of the University of Chicago and has had many years of experience in editorial and advertising departments of newspapers, as well as in general publicity work. He is best known for the handling of publicity and advertising for the trade shows fo the radio manufacturing industry stated in New York and Chicago for many years.

GERALD C. GROSS, chief of the FCC International Section, and Major Edwin L. White, FCC engineer in charge of aviation and police radio, have been designated as United States delegates to the Pan-American conference on aviation, including radio, to be held at Lima, Peru, in September.

NEA WILL OFFER SERVICE TO RADIO

FOLLOWING the example of the United Press, NEA Service Inc., also an affiliated interest of the Scripps-Howard Newspapers, announced July 29 that it was entering the radio field by making its newspaper features available to radio stations and regional and national advertising agencies. NEA is the Newspaper Enterprise Association and has its production headquarters in Cleveland but sells out of New York.

According to Fred S. Ferguson, NEA president, NEA serves more than 800 daily newspapers in as many cities and is the world's largest newspaper service. It is NEA's intention, he added, to have a similar radio plan, contracting with one station exclusively in a town. Mr. Ferguson has appointed Stephen Slesinger Inc., 250 Park Ave., New York, as its representative in the radio field.

Mr. Slesinger stated that the NEA radio service will be patterned along the lines followed by NEA for its newspapers wherein a variety of features will be grouped into different daily budget services. Special features will also be made available to advertisers according to their specific program needs.

King Features Syndicate, Hearst subsidiary and a leading competitor of NEA entered the radio field several years ago under Fred Smith as radio manager, making available its columns, cartoon characters, etc., such as *Popeye the Sailor*, for radio sponsorship.

Fanchon & Marco Starts Radio Script Department

FANCHON & MARCO Agency Inc., New York, theatrical production and booking agency which currently handles *Al Pearce and His Gang*, Nick Lucas and other radio entertainers, has inaugurated a radio script department under the direction of Sam Shayon. Radio rights to stories and plays are being secured by the company, which prepares the scripts and submits them to advertising agencies with a guaranty that there will be no trouble about rights, previous difficulties having made agencies somewhat hesitant about accepting outside material. Mr. Shayon also says that his firm's long experience in the theatre enables it to bring to radio a fresh showmanship point of view.

Two New Vick Shows

VICK CHEMICAL Co., Greensboro, N. C., will start two programs on CBS early in October, a three-times weekly 15-minute morning program starring Tony Wons and a Sunday evening half-hour program starring Jeannette MacDonald. Latter show will be broadcast at 7 p. m., opposite Jack Benny, a spot that has been sustaining for some time. Both programs were placed through Morse International Inc., New York.

KFBK To 10,000 Watts

KFBK, Sacramento, on July 30 was authorized by the FCC to increase its power from 5,000 to 10,000 watts on the 1490 kc. channel. It operates simultaneously on the wave with WCKY, Cincinnati, which on July 27 dedicated its new 10,000-watt transmitter. KFBK is operated by the McClatchy Broadcasting Co.

XUM

Radio Industry Pays Last Tribute to Mr. Prall

Notables Attend Funeral of FCC Chairman

1870 — Anning Smith Prall — 1937

WHILE the broadcasting and communications industries joined his family and his host of friends in mourning, the mortal remains of Anning Smith Prall, chairman of the FCC, were laid to rest July 27 beside those of his pioneer Dutch forebears in Moravian Cemetery, New Dorp, Staten Island, N. Y. Mr. Prall died July 23 at his summer home in Boothbay Harbor, Maine, of heart failure induced by uremic poisoning. He was 67 years of age.

The day before his burial all radio fittingly paid tribute to a leader and friend by observing a one-minute silent period at high noon, upon the suggestion of James W. Baldwin, managing director of the NAB, who wired the request to each of the 700 broadcasting stations in the United States.

Mr. Prall was the third member of a Federal radio regulatory body and the second chairman to die while in office. Admiral W. H. G. Bullard, first chairman of the old Federal Radio Commission, died in 1927 after serving only eight months. Col. John F. Dillon, also a member of the first Commission, died after serving just seven months.

The little Dutch Reformed Church at Port Richmond, where many generations of the pioneer Staten Island family Prall have worshipped, was the scene of Anning Prall's obsequies at 3 p.m., July 27, and into it were crowded several hundred friends and neighbors and officials in New York and national life.

Behind the open coffin was a mass of floral tributes, most prominent among which was an American flag fashioned in summer flowers—the token of the staff of the FCC selected by their late chairman's private secretary, Mrs. Maud W. Gossett. An American flag, the gift of Mrs. Prall, which always stood behind Mr. Prall's desk, was the inspiration for the floral tribute from the FCC. Rev. Otto L. Mohn, now of Asbury Park, N. J., for 18 years pastor of the Port Richmond church, delivered the sermon.

A Friendly Man

"The impression a man makes upon his friends," said Dr. Mohn, "marks him more clearly, more definitely than anything else. Anning Smith Prall was a friendly man. He who would have friends must show himself friendly. Anning Smith Prall loved his friends as he loved life."

These simple words preceded the march before the coffin, which was then borne to the cemetery while mounted police and firemen stood at attention. Representing the FCC at the funeral were Commissioners Case and Walker, Chief Engineer Craven and General Counsel Gary. Among those attending the funeral, in addition to many notables in New York civic life, were Senator Robert F. Wagner and Rep. John J. O'Connor, of New York, who were among his most intimate friends in Washington and who represented President Roosevelt and both houses of Congress.

From the ranks of radio came President Lenox R. Lohr and Vice-president Frank M. Russell, NBC; Edward Klauber, CBS first vice-president; Paul Kesten and Harry C. Butcher, CBS vice-presidents; Alfred J. McCosker and Theodore Streibert, WOR; Fred Weber, Mutual; Donald Flamm, WMCA; James W. Baldwin, NAB; Arthur Batcheller, FCC inspector, New York; William G. H. Finch, former FCC assistant chief engineer; Arthur Reilly, the Hearst *Globe Trotter*, Washington; Dean Jenkins, Mr. Prall's secretary; Martin Codel, BROADCASTING, and others.

Death Came Suddenly

Death came suddenly at 8 a.m., July 23, following a heart attack. He had been reported well along the road to recovery, after having been stricken exactly three weeks earlier with uremic poisoning upon his arrival at the Prall summer home at Boothbay Harbor. For the last several months, he had been troubled with a bronchial condition, and the combination of ailments apparently weakened him so that he was unable to withstand the heart attack.

With him at the time of his fatal attack were Mrs. Prall and one of his two sons—A. Mortimer Prall. Other members of the family, including his son Bryan, and two grand-children, had been at Boothbay Harbor during the preceding fortnight.

On July 21, Mortimer Prall had notified friends in Washington that his father was much improved and that he expected to return to Washington by Aug. 15. Throughout his illness Mr. Prall had made inquiry about affairs at the FCC, and expressed a desire to return to Washington as soon as possible.

Mr. Prall's untimely passing left the broadcasting industry bowed in grief. Even though he was in his 67th year, the fact that he had been on the job in Washington almost without a break during his tenure led to the general belief that his recovery would be rapid. From the time of the first report of his illness a fortnight ago, his office in Washington was beseiged with telephone requests for information as to his condition. The same was true at the summer home in Maine.

Immediately after word of his passing, messages of sympathy came from all parts of the country. President Roosevelt, a friend of long-standing dating back to the days when he was governor of New York while Mr. Prall served as president of the New York City board of education and as tax commissioner, sent a message of condolence to the widow.

The ancestral Prall home in Staten Island was overflowing with floral tributes to the deceased Commissioner. At the little Dutch Reformed Church in neighboring Port Richmond where Mr. Prall was born, floral offerings abounded.

Though the rigors of presiding over the Commission oftimes provided a heavy physical burden, Anning Prall always could be found in a cheerful mood. He had a good word for everyone he met. The taxi driver who shuttled him from his Washington residence at the Shoreham Hotel to the FCC offices in the Postoffice Building was a friend on equal plane with those in high public office. His office was open to all who called. To clean up the day's work after a constant stream of callers, he often remained in his office after all others had departed.

When Anning Prall came to the FCC early in 1935 after 12 years in Congress, he found himself confronted with many self-appointed advisors on all phases of communications, but particularly broadcasting. He listened attentively, but he decided on his own course of procedure.

Interested in broadcasting, and more notably its educational aspects by virtue of his long service on the New York board of education, he counselled the broadcasters to undertake a self-imposed "housecleaning." Even though the law did not give the FCC a program censorship power, he advised stations and networks alike to take steps to cleanse the ether of undesirable advertising and of sensational children's program which he classified as "blood and thunder" presentations.

Gradually, he saw his views take root. Program standards were adopted by individual stations and by networks, limiting advertising, rejecting particular types of commodity sponsorship and restricting children's programs to avoid the over-dramatic. He fostered the creation of the Federal Radio Education Committee to bring about a greater cooperation between broadcasters and educators and bring to an end the bickering that once had resulted in an educational demand for a portion of the available radio facilities.

Soon after he became identified with radio regulation, Anning Prall adopted a thesis which he employed as a yardstick in every broadcasting case. He said he regarded broadcasting as a combination of the schoolhouse, the public rostrum, the theatre, the newspaper and the music hall, operating with a public franchise that carried with it the obligation of providing for the public the maximum in the way of entertainment, education and enlightenment.

Took FCC Oath in 1935

It was on Jan. 19, 1935, that Anning Prall became a member of the FCC. He took his oath of office and became first chairman of the Broadcast Division after speedy confirmation by the Senate—the only member of the seven-man agency accorded that honor without preliminary interrogation by the Senate Interstate Commerce Committee. Several months later he was named chairman of the full FCC, and was twice renamed head of the agency by President Roosevelt. The last occasion was in March of this year. His present term as a member of the FCC would have run until July 1, 1943.

Anning Prall was a member of one of America's first families. It was in 1673 that the Dutch family Prall settled on Staten Island, and

(*Continued on page 32*)

State and Regional Divisions Planned to Strengthen NAB

Baldwin to Tour Country; Meeting of Board To Be Called in August, John Elmer Announces

PURSUING mandates of the NAB convention in Chicago last June, President John Elmer and Managing Director James W. Baldwin have set in motion machinery to revamp the trade association's structure along more active lines.

Appointment of a state committee of 48, to function as a unit on all matters of transcendent importance, will be effected as the first phase of the reorganization. The 48 states will be divided into 12 contiguous regional divisions with one representative from each division to constitute a regional committee serving under President Elmer.

Nominations by NAB members in each state for the selection of the broadcaster to serve on the state committee were requested in letters sent to the some 400 member stations July 29 from NAB headquarters. The regional committee members will be selected by President Elmer.

In his letter to member stations, President Elmer asked them to recommend the broadcaster to serve from the particular state on the State Committee. "It is my plan," he wrote, "to appoint an NAB State Committee of 48 members consisting of one member from each state. It is my desire that the members in each state select one of their number to serve on this Committee. The person selected must be able to spend whatever time may be necessary in Washington, D. C., at his own expense."

Baldwin to Make Trip

Plans for a swing around the country by Mr. Baldwin to help form state broadcasters' associations also were agreed to in a preliminary way with Mr. Elmer. With the adjournment of Congress during August regarded as a certainty, Mr. Baldwin contemplates visting as many states as possible during the ensuing two months, conferring with broadcasters as to means of strengthening of their own state operations. There are about a score of state associations, most of which, however, have been relatively inactive.

Likelihood of an NAB board meeting—the first since the new board took office at the NAB Convention—between Oct. 1 and 15 was mentioned by President Elmer. He asserted that most of the projects now under consideration would be in tangible form by that time and that most of the Board members will have returned from their vacations.

The proposed 12 NAB regional divisions, as outlined at the meeting, would be as follows:

Maine, Vermont, New Hampshire and Massachusetts

New York, New Jersey, Connecticut and Rhode Island.

Pennsylvania, Ohio, Maryland and Delaware

Virginia, West Virgina, Kentucky and Tennessee

North Carolina, South Carolina, Georgia and Florida

Wisconsin, Michigan, Indiana and Illinois

Arkansas, Louisiana, Mississippi and Alabama

North Dakota, South Dakota, Minnesota and Wyoming

Nebraska, Iowa, Missouri and Kansas

Colorado, New Mexico, Oklahoma and Texas

Washington, Montana, Oregon and Idaho

California, Nevada, Utah and Arizona

The regional committee presumably would serve as a sort of steering unit available at the call of President Elmer. The state committee, representative of each of the 48 states, could be called together whenever matters involving the entire industry arise. Presumably this committee would function in connection with state and federal legislation as well as on other matters. There has been no legislative committee of the NAB for the last three years and this committee, it is understood, would fill that void.

In line with Mr. Elmer's "open door" policy on Thursdays, a number of broadcasters conferred with him July 22. These included Edwin W. Craig, WSM, Nashville; Arthur B. Church, KMBC, Kansas City; Edward A. Allen, WLVA, Lynchburg; Harry C. Butcher, CBS Washington vice president; F. M. Russell, NBC Washington vice president; Joseph O. Maland, WHO, Des Moines, and Ed Craney, KGIR, Butte.

NINE feature races from Saratoga, New York, will be broadcast by Bryan Field over exclusive MBS hookups during the four-week Saratoga meet that begins July 31.

New KYW Sales Chief

Mr. Hammann

THE APPOINTMENT of John S. K. Hammann as commercial manager of KYW, Philadelphia, effective Aug. 1 was announced July 21, by Leslie Joy, station manager. Mr. Hammann is former national sales representative of NBC covering the Philadelphia territory. A native Pennsylvanian, he has been with NBC since 1933 and formerly was in the publishing business as the representative of *Scientific American* and *Popular Science Monthly* in New York and the New England states.

NBC, CBS Technicians Get Raise, Shorter Hours

BOTH NBC and CBS have signed agreements with their technical employes throughout the country. The NBC agreement calls for a 15% increase in wages and a 40-hour, five-day week. Network officials refused to comment on the brief announcement of the agreement. CBS announced July 30 that it had signed an agreement last June 28 with the Association of Columbia Broadcast Technicians. It applies to all technical employes regardless of membership in ACBT. A 40-hour five-day week is granted, along with a scale of wage increases averaging about 15%. The agreement is retroactive to June 20.

THE film *This Way, Please*, Paramount production featuring Fibber McGee and Molly, NBC comedians, will have its general release in all key cities of America on Sept. 17. Others in the picture are "Buddy" Rogers, Mary Livingstone, Ned Sparks and Shirley Ross. Fibber and Molly play the roles they have made so popular in their radio show.

Walkout at WPAY Amicably Settled

Union Recognition, Increase In Wages Granted Employes

FOLLOWING a walkout of employes on July 19, taking the station off the air, WPAY, Portsmouth, O., returned to the air the morning of July 21 after conferences in Cincinnati had settled the strike. At the same time the American Radio Telegraphists Association, an affiliate of CIO, withdrew discrimination charges against the company.

The settlement provides for recognition of the union as collective bargaining agency, salary increases ranging from 12½ to 25%, time-and-one-half for overtime, a 44-hour week during summer months and a 48-hour week nine months of the year. Announcers, technicians, salesmen and office employes are included in the union.

Wage Increases

The wage increases become effective Aug. 15 for all employes and several will get additional increases Oct. 17. Vacations were granted all employes with more than a year of service.

The contract is the first negotiated in the Cincinnati area. A hearing was conducted July 20 in that city before Philip Phillips, regional director of the National Labor Relations Board. The station was represented by M. F. Rubin, of Cleveland, president of the Vee Bee Corp., licensee of the station, who owns 50% of its stock, who is also a minority stockholder in WHK and WJAY, Cleveland. Mrs. Marie Vandegrift, general manager of the station, also participated on the company side.

The employes were represented by Paul Wagner, Maurice Myers and Phillip Dusenbury, along with Harry Doll, CIO subregional director in the Portsmouth area, Clyde Butler, his assistant, and L. F. Corn, representing the Steel Workers Organizing Committee.

WPAY, a local, leaped into national prominence during the Ohio River floods of last winter, carrying on emergency and rescue communications for 357 continuous hours.

Single Union to Embrace Radio Talent Is Organized; Actors' Equity Withdraws

BULLETIN

Equity on July 30 approved proposed constitution of American Federation of Radio Artists and surrendered control over radio to Associated Actors and Artists of America who will issue a charter to AFRA as soon as it is ready. Campaign for members underwritten by Equity, Screen Actors Guild and American Guild of Musical Artists will start immediately.

ESTABLISHMENT of an autonomous union of all radio talent except musicians, to operate under a charter from the Associated Actors and Artists of America, an AFL international union having jurisdiction over the entire entertainment field, and the withdrawal of Actors' Equity Association from the broadcasting field were announced by officials of Equity on July 27, following a meeting of the union's executive council. At this meeting Equity accepted a four-point proposal which was submitted to it after a series of conferences held by Equity with representatives of the Screen Actors' Guild and the American Guild of Musical Artists.

This proposal calls for (1) the surrender of Equity's jurisdiction over radio to the AAAA; (2) issuance of a new charter for the radio field to an autonomous radio union, as yet unnamed; (3) the launching of a campaign to organize radio entertainers, to be underwritten and financed jointly by Equity, SAG and AGMA; (4) a very great enlargement of the duties and services of the AAAA to its member unions.

Frank Gillmore, president of both Equity and the AAAA will gradually turn over all of his routine duties at Equity to others and devote more and more of his time to the administration of the AAAA, which has heretofore functioned chiefly as a licensing board which issued charters to theatrical unions and as an arbitration board in the settling of disputes. Gillmore will definitely continue as Equity president, however. Under the new setup, the AAAA will take over many of the operating details formerly handled by each group independently and will attempt to knit the whole field of entertainment into a unified organization. Closer working arrangements with the musicians' union, the stagehands and other entertainment technicians are also expected to be developed by the AAAA, which will serve as the spearhead of the AFofL attack on the CIO invasion of the entertainment field.

Another imminent result will be a drive on the broadcasters by the new radio union, which will be national in scope, although it is probable that local and regional governing boards, such as those recently established in New York and Los Angeles, will continue to deal with problems of a local nature. Equity has for some time been collecting material regarding hours of work, wages and other data pertinent to the employment of radio entertainers which will be turned over to the new radio group and which will form the basis of the demands to be presented to the broadcasters.

Present at the July 27 conference at which the independent radio union was announced were Frank Gillmore, president, Paul Dullsell, executive secretary, and Paul N. Turner, counsel for Equity; the Equity radio committee, comprising Mark Smith, chairman, George Heller, Miss Lucille Wall and Miss

(*Continued on page 77*)

New Names for FCC Given President

Two Posts Now Vacant; Craven, Gary, Wheat Thought Leading

FACED with the necessity of making two appointments to the FCC, including the chairmanship left vacant by the sudden death of Anning S. Prall on July 23, President Roosevelt is considering the qualifications of a number of candidates with the uppermost thought of injecting new leadership and adding strength to the agency and thereby checking the wave of criticism heaped upon it.

To the list of three men—each on the FCC executive staff—who had been most prominently mentioned for the vacancy which existed prior to Mr. Prall's demise, has been added several other names, it is understood. T. A. M. Craven, retired naval officer and the FCC chief engineer; Carl I. Wheat, telephone rate counsel, and Hampson Gary, general counsel, were those considered for the vacancy created by the retirement two months ago of Dr. Irvin Stewart. All three also are being considered in connection with the Prall vacancy, but new names have been advanced to the White House, with the final selections remaining seriously in doubt at this writing.

Other Names Mentioned

As BROADCASTING went to press, reports flew thick and fast through official Washington that other men in public life were being considered for one or the other of the vancancies.

The Administration is reported to be seeking someone of the Joseph P. Kennedy type for the chairmanship. Mr. Kennedy, an Administration trouble shooter, once was chairman of the Securities & Exchange Commission and now is chairman of the Maritime Commission.

Among other names mentioned as under consideration, in addition to the three "merit" candidates, were:

Breckinridge Long, former Assistant Secretary of State under Wilson, and former Ambassador to Italy, a native of St. Louis, now in Europe on a vacation.

Rep. Abe Murdock (D-Utah), serving his third term in the House, a lawyer and a member of the Judiciary Committee.

Rep. William D. McFarlane (D-Tex.), also serving his third term, who loosed a vigorous attack on radio last month, at which time he advocated favorable action on the Connery Resolution (H. Res. 92) for an investigation of radio generally.

Denis Driscoll, chairman of the Pennsylvania Utilities Commission and former Congressman, who first was mentioned for the Stewart vacancy, and whose candidacy presumably has been revived with the opening of the second vacancy.

Edward F. McGrady, of Boston, now Assistant Secretary of Labor, a former labor leader and former assistant administrator of NRA.

In the case of Comdr. Craven, who two years ago left a lucrative consulting practice at the behest of the President to become chief engineer, spontaneous support from the broadcasting industry is known to have developed. Comdr. Craven, however, asserted July 30 that he has not sought either the commissionership or support as a candidate. He added he hoped the development would in no wise cause embarrassment in any quarter.

General Counsel Gary, formerly a high ranking officer in the diplomatic corps, served on the FCC for six months immediately upon its creation in 1934, having been appointed to serve until such time as Mr. Prall could qualify by virtue of the latter's service as a member of the House.

Mr. Wheat has won much praise for his work during recent months in the FCC telephone investigation, and has been credited with initiating negotiations which have resulted in substantial reductions in long line telephone rates. He is now vacationing with his family on the Pacific Coast, being due to return to Washington Aug. 12.

In high official circles, it was indicated that only one of the three members of the FCC staff, whose names were advanced, has a "probable" chance of appointment. The second appointee, it was indicated, might be an individual never before identified with communications in any way, on the theory that a fresh mind would infuse a new viewpoint and exercise a strong hand.

It is evident that the White House has in mind a revamping of the FCC personnel alignment, presumably with one of the newcomers to become the chairman. Thus there might be a rather sweeping revision of assignments on the agency insofar as the makeup of the three divisions is concerned.

The President, it is believed, is considering the chairmanship in the light of the new appointments. The report was current that he might appoint Broadcast Division Vice Chairman Norman S. Case to the chairmanship, in spite of his status as a Republican. A former governor of Rhode Island, Gov. Case has known the president personally for years, and is said to be held in high esteem at the White House.

Should the appointments be made prior to Congressional adjournment, than the appointees would have to be confirmed by the Senate if they are to take office and draw regular pay. Because of the agitation for an inquiry into the FCC, it is suspected in many quarters that Senator Wheeler's Interstate Commerce Committee might take that opportunity for an inquiry into regulatory methods.

On the other hand, should the appointments be made with Congress in session but confirmation not be forthcoming, then the appointees would have to serve without pay. The other alternative—that of recess appointments after Congress adjourns—would permit the appointees to serve with pay but they would have to be nominated and confirmed for service beyond the recess of Congress, which ends in January, 1938, irrespective of the date of adjournment.

That the President is giving deep thought to the vacancies on the FCC has been clearly evident to observers on the radio scene. Mr. Prall's death came as a blow to the Administration, since he had been a close friend of the Chief Executive and was the White House contact for the FCC. Mr. Prall thrice had been appointed chairman of the FCC by the President, the last appointment having been made last March 11.

Mr. Prall was reappointed to a seven-year term as a member of the FCC on July 1, 1935. Thus, the person appointed to fill his unexpired term will serve until 1942. In the case of the vacancy created by the retirement of Dr. Stewart, the appointment will be for 7 years.

Both of the vacancies are Democratic. The law specifies there shall not be more than four members of the same political party on the FCC. There are already three Republicans — Case, Brown and Payne. The two incumbent Democrats are Sykes and Walker. Craven and Gary are Democrats as are all the others save Wheat, who while a registered Republican from California, is reported to have voted for the Roosevelt ticket in the last two presidential elections. A fourth Republican, it has been pointed out, could be named to the FCC without contravening the law, though such an appointment is improbable.

Further evidence that President Roosevelt is devoting more than casual thought to the entire radio structure was given on July 22 when he wrote NBC President Lenox R. Lohr on the occasion of the dedication of NBC's new Washington studios. Departing from the usual type of congratulatory message, the President warned against the placing of obstacles in the path of radio progress.

"It is not within the province of reactionaries to put obstacles in the way of orderly development nor to mark boundaries beyond which radio may not go," he said. He also predicted the perfection of television and facsimile, declaring in the case of the latter that it may not be long before radio will make it possible "for us to visualize at the breakfast table the front pages of daily newspapers or news reports, no matter how remote we may be from the place of their publication and distribution."

While there was no White House elaboration of this expression, it was interpreted as meaning a renewed expression of confidence in Radio by the American Plan from the Chief Executive, along with an admonition to anti-radio interests that its progress cannot be interfered with. The attitude of the Administration against newspapers generally because of the anti-New Deal sentiment during his political campaigning, it is felt in some quarters, was reflected in his statement regarding "reactionaries."

Another development on the national radio front which aroused speculation was the retention by Powel Crosley Jr., president of the Crosley Radio Corp., operating WLW and WSAI, Cincinnati, of Charles Michelson, publicity director of the Democratic National Committee, as public relations consultant. Promptly following the announcement July 26 [see page 10] Washington's corps of correspondents sought to tie into this affiliation many political implications.

It is known that Mr. Michelson, who retains his post with the Democratic National Committee, received the approval of party leaders before accepting the post. It was emphasized too that his employment, at a reported salary of $10,000 per year, has no connection with the WLW quest for regular authority to use 500,000 watts, which it has employed experimentally for the last three years.

The combination of these devel-

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SAFETY TROPHY AWARDED WXYZ

Michigan-Mutual Network 'Lone Ranger' Series Wins Annual Trophy of C. I. T. Corp.

ANNUAL radio program award of the Commercial Investment Trust Safety Foundation, New York, was presented July 23 to King-Trendle Broadcasting Corp., Detroit, owner and operator of WXYZ, for the effective safety contribution made by the *Lone Ranger Safety Club*. The program has been a regular Monday, Wednesday and Friday night feature broadcast of WXYZ, Detroit and the Michigan Network since Jan. 1, 1936 and of MBS since Sept. 28, 1936. The bronze plaque for radio excellence was set up by the CIT Safety Foundation early in 1936, along with a similar award in motion pictures and a number of cash prizes given annually to newspaper men, school teachers and students.

The committee which designated the *Lone Ranger* program for the 1937 award was composed of O. H. Caldwell, formerly Federal Radio Commissioner and present publisher of *Radio Today*; Edgar Kobak, formerly vice-president of NBC and now vice-president of Lord & Thomas, and C. C. McGill, director of public relations of the Automotive Safety Foundation. The *Lone Ranger Safety Club* has a membership of over a million boys and girls who have signed safety pledges countersigned by their parents or guardians. On alternate Wednesdays the program is devoted to a meeting of the *Safety Club* with frequent addresses by outside speakers prominent in safety work.

In its decision the committee gave special consideration to the tangible evidence of widespread influence and popularity of the broadasts as borne out by the large membership and the participation of parents. Formal presentation of the bronze plaque was made as a part of the *Lone Star Ranger* program July 23 on MBS.

SAFETY AWARD—George W. Trendle, president of WXYZ, Detroit, receives from John W. Darr (left) the C.I.T. Safety Foundation plaque award bestowed upon *The Lone Ranger* program "the most effective radio promotion of safety for the year 1936".

Employes of KOIN May Acquire Stock

Mr. Myers

EMPLOYES of station KOIN, Portland, Ore., will be given an opportunity to acquire stock in the corporation and thus share in its ownership, according to a new policy announced by the management. Approximately 50% of the station's stock will be distributed to employes who have been with KOIN one year or more. Each employe may acquire a number of shares based on the length of service and the relative responsibility of his or her position, according to C. W. Myers, president of KOIN and KALE and former president of the NAB. It will not be necessary for those who participate in the plan to make payments out of their wages unless they wish to do so. About 40 persons will qualify for stock ownership at once.

"For more than 10 years, KOIN was operated on a basis of plowing profits back into the business," President Myers stated. "During that period our employes stuck by the ship in a grand manner, exerting their efforts to perfection of the institution.

"The management of the station rests with a managing board, consisting of department heads which meets every week. In order to bring these department heads and their assistants more closely in touch with the conduct of our business, the present stockholders of KOIN have diverted about one half the stock in a pool of shares," he added.

KOIN at present is 52½% owned by Mr. Myers, 22½% by C. R. Hunt, manager, and 25% by the *Portland Oregon Journal*. KALE, its sister station, recently merged with KFJR to make a full-time outlet, is one-third each owned by the same interests.

Wireless Veterans Plan Marconi Memorial Fund

A MARCONI Memorial Fund for the purpose of erecting a monument to the late inventor somewhere in New York City has been undertaken, it was announced July 28 by the Veteran Wireless Operators Association, of which Marconi was "Wireless Veteran No. 1." A board composed of prominent members of the communications industry will be appointed to approve designs to be solicited from prominent sculptors. A committee also will be appointed to make arrangements for a suitable location. The fund was launched with a contribution of $100 by William J. McGonigle, president of the VWOA, and second and third contributions were pledged by David Sarnoff, president of RCA, and Alfred J. McCosker, chairman of MBS and president of WOR. Other contributions may be addressed to the association at 30 Rockefeller Plaza, New York.

ITALIAN residents of New York on July 26 heard a special memorial tribute to the late Guglielmo Marconi over WOV, with Mayor LaGuardia, Generoso Pope, Italian newspaper publisher, and Edward Corsi, deputy commissioner of public welfare, delivering eulogies.

"NOW HE BELONGS TO THE AGES"

GUGLIELMO MARCONI

ALL OVER the civilized world, and especially among radiomen young and old in his native Italy and in the lands of his greatest achievements, England and America, heads were bowed with grief as the magic medium of his own creation—Radio—on July 20 flashed the news of the passing of Guglielmo Marconi. He died of a heart attack that morning in Rome at the age of 63 after an illness of only a few hours, and just after he had sent a telegram to his youngest daughter Ellerta who was celebrating her seventh birthday.

Few great inventors have lived to see such great results of their first modest efforts and fewer yet have been honored in life and death as Marconi was honored. American radio spontaneously expressed its mourning in silent periods and in programs narrating his achievements. Premier Mussolini knelt 15 minutes before his bier as the body lay in state before being borne away for burial in his home city of Bologna, Italy. Kings and queens, presidents and dictators, industrialists and artists, expressed their great grief at the passing of one of the truly great men of our time.

Guglielmo Marconi always bore himself with the simplicity of greatness. Even in 1895, when he first felt he had conquered space his unaffected announcement simply read: "I have discovered how to telegraph without wires." Four years later he was demonstrating his wireless in this country for the first time from a vessel chartered by a New York newspaper to follow the America's Cup Races. The demonstration was so convincing that within a year two vessels of the American Navy were equipped with wireless, the beginning of American radio. Perhaps it is significant that, where he sent his stories by code from a vessel to a land station, the America's Cup Races of 1937, scheduled to start off Newport July 31, are being covered by announcers and engineers in similar vessels and in airplanes—but their voices go directly into the homes of the nation and the world.

Marconi was the true pioneer of the radio as we know it today, and even to his dying day was pioneering the new vistas of television and the ultrashort waves. His "firsts" would fill a bookshelf. It was given to others to refine his methods—and American inventors like DeForest developed code wireless into voice broadcasting—but it was Guglielmo Marconi who really was responsible for the beginnings of the world's great communications and broadcasting services of today.

The American broadcasting industry mourns his passing and repeats, with heartfelt conviction, the eulogy expressed for one of America's own great men: "Now he belongs to the ages."

Bishop in *St. Louis Star Times*
"Broadcasting on an International Band"

Young Marconi Sails

COUNT GIULIO MARCONI, who recently came to New York to work with RCA and NBC to learn American radio methods, sailed for Italy July 21 following receipt of the news of the death of his distinguished father. He arrived too late for the funeral services which took place that day in Rome with Premier Mussolini and other notables attending. A second funeral service was held July 23 in Bologna, his birthplace, following which the body was buried temporarily in the Certosa of Bologna until a fitting monument can be built. Static marred efforts to rebroadcast the Rome services to this country, although they were carried for a short time when conditions cleared somewhat.

AT&T and Farnsworth Sign License Agreement For Television Patents

WHAT MAY be a step towards the broader use of television and the standardization of definition and other elements in visual broadcasting is expected to result from the consummation of a licensing agreement between Farnsworth Television Inc., and the American Telephone & Telegraph Co. whereby each grants extensive rights in television patents to the other.

Announcement of the licensing agreement was made July 26 in Philadelphia by Farnsworth Television Inc. officials. The terms of the agreement, which was signed in New York last week by Charles P. Cooper, A. T. & T. vice-president, and Philo T. Farnsworth, provide a non-exclusive arrangement whereby both the A. T. & T. and the Farnsworth company can license others to manufacture television apparatus under their patents. It is understood that the Philco Radio & Television Co. is the principal licensee of Farnsworth, both in the United States and in foreign countries.

"This clears the path," Donald K. Lippincott of San Francisco, counsel of the Farnsworth interests, stated in announcing the agreement, "for cooperation between the Bell System, Farnsworth, and certain Farnsworth licensees, helps to clarify a difficult patent situation and brings one step nearer the broad use of television and other advances in communications." The licensing agreement only takes in television patents of both companies and does not embrace exchange of patents on inventions dealing with public communications in telephony and telegraphy.

At the same time it was disclosed that the A. T. & T. had satisfactorily completed the first phase of its testing of the coaxial cable between New York and Philadelphia with 1,000,000 cycle repeaters. Repeaters of 2,000,000 cycles width are now being installed in the place of the 1,000,000 cycle repeaters and tests on that band will be held as soon as the installation is completed. It is planned to install repeaters of greater capacity later, probably up to a band of 4,000,000 cycles. The greater band capacities are deemed essential before the cable can be used for television transmission by wire.

Dorothy Thompson Series

AMERICAN TOBACCO Co., New York, will start a series of news broadcasts featuring Dorothy Thompson, the wife of the novelist Sinclair Lewis and a noted columnist and former European newspaper correspondent, on a 30-station NBC-Red network on Aug. 6. Program will be broadcast Fridays, 10:45 to 11 p. m., under the title *People in the News*, and will be used to advertise Pall Mall cigarettes. Campaign is placed through Compton Inc., New York.

Diamond Salt's Show

GENERAL FOODS Corp., New York, will start a new script show for Diamond Crystal salt on NBC-Blue on Oct. 3. Program will be broadcast from 3 to 3:30 on Sunday afternoons over 12 to 15 stations. Benton & Bowles Inc., New York is the agency.

'Subject To'—And Other Faults of Spots

By C. E. MIDGLEY Jr.
Batten, Barton, Durstine & Osborn Inc., New York

Some Annoyances That Confront an Agency Time Buyer; What Kind of Service Is Expected From Stations?

WHAT do time buyers and sponsors talk about? Spots, says Ned Midgley, who, like all spot buyers finds himself in some hot ones now and then. It seems there are good spots and bad spots, and just plain spots. Mr. Midgley is interested at the moment in the bad ones, with which he appears to have had some contact. He is a master of the art of making a gripe stand up and do tricks. And then he goes after those "Subject to's". Some are unavoidable, he concedes, but one or two others make the hardest boiled time buyer jump out of his plush chair and vehemently curse the day that kilocycles were born.

AN ALL-DAY session on spot broadcasting was drawing to a close, when the advertising manager of the client asked, "What do you mean that the agency is the buyer and that the stations are the sellers of spot broadcasting? They never want to sell a period as badly as you want to buy it." That was a revolutionary interpretation of the business, pencils were laid down, estimates forgotten and a general discussion ensued.

The first argument refuting the statement ran something like this. Radio stations have sales managers, sales promotion managers and salesmen. They picture advertising agencies as a single source through which from two to two hundred advertisers can be sold. They allow the standard 4-A's agency commission on business placed with them by agencies. All of this did not appear as though the stations considered themselves as buyers.

The advertising manager smiled and said, "Theoretically that's correct, but how does an agency select the stations which it recommends to its clients?" The answer to that one was easy. There are a number of factors to be considered—power, frequency, network affiliation, programs, broadcast, management, cost and results produced for other advertisers are a few of them.

Best for the Job

"Well," the a. m. replied, "all of those factors lead to the recommendation of one station in each city for any given campaign. These are the stations you consider as the best bets for the particular job, aren't they?" There was no argument here for an agency submits a list of stations which it feels best suited for the job under consideration. It is not always the same list, of course, for campaigns differ in requirements.

This was the answer the advertising manager wanted. "Correct," he said. "Next, the program is selected, the schedule set and the estimates approved. Then, the agency wants the best period available on each of those stations much more than the individual stations want to sell them. Why? Because they have recommended these stations and believe that they will do the most effective job for the advertiser." But still, there was no conclusive proof that the stations were not sellers. If the agency cannot secure a suitable period on the station recommended there are many cities in which two or more stations rank closely in listener preference. A suitable period could probably be found on another station without perceptibly weakening the campaign and it behooves the station originally queried to make every effort to sell the agency on using the time that was available.

The client pondered over this before saying, "That's all very well, but what about cities in which there is one standout station with only poor periods available? Or, take the case of some specialized campaign such as news broadcasts, time signals, chain-break announcements or baseball games which might be sold out on the recommended station and not available on any other station in town. There's a case in which the agency and the advertiser are willing to pay almost any price and they have to sell the station on making some such feature available to them."

That was true, but in the case of a specialized campaign all the availability data is assembled prior to the final approval of the series. Then, the advertiser knows in advance just where he can buy the type of broadcasting he wants and if it is not available on a sufficient number of stations, a different kind of program can be devised. If a stand-out station has only poor periods available, a bit of salesmanship on the part of the station and some intelligent juggling of schedules can, very often, produce a highly desirable spot.

And so the discussion continued. The advertising manager held steadfastly to his belief that agencies as a rule were much more anxious to buy time than the stations were to sell it. He was partially right. That is true—after a certain point is reached. Stations must do a world of selling to agencies long before their call letters appear on any specific estimates to advertisers. Then, when the station has been recommended to the client and availabilities quoted, quite naturally the agency wants the time in question. They expect to be able to deliver just as they can with any other form of media on a perfectly simple business transaction. Spot broadcasting is sold by agencies in competition with all other forms of advertising and the amount of selling to clients that is actually done would be a complete surprise to most stations.

Thus, this first question was settled but some other highly interesting concepts of spot broadcasting were brought to light. National spot business has recorded an amazing growth during the past five years. Will it continue at this same pace for the next five years? The answer is emphatically "No"—unless some much-needed changes are made in station operation.

MR. MIDGLEY

Upward Goes the Cost

In the first place, the cost of spot broadcasting has increased at a rate that is far from justified. Several years ago when a station increased its rates, some explanation accompanied the announcement. Now, a rate increase is accompanied by nothing more than the new rate card and a bald statement of the date on which the increase will go into effect. Most of these increases have no logical reasoning behind them and are too obviously an attempt to charge what the traffic will bear. All the sound arguments for spot broadcasting will soon vanish if costs rise much higher.

Every spot broadcasting schedule is loaded down with too many "subject to's". A partial list of them would include:

1. Subject to Acts of God.
2. Subject to removal for network programs.
3. Subject to Daylight Saving Time changes twice yearly.
4. Subject to removal for events of national and local importance.
5. Subject to demands for political time.
6. Subject to baseball game interruptions.
7. Subject to the whims and slipshod handling of the individual stations.

Practically nothing can be done about the first five conditions listed above. The advertiser is fully aware of them and goes into any spot campaign with his eyes open to these eventualities. He raises his left eyebrow at the sixth point and wonders how it is possible to sell the same time to two advertisers. Well, that too, is a peculiarity of radio. He takes his courtesy announcements and says no more.

The seventh condition above has never appeared in any station contract but it embraces a situation which is doing more to tear down the structure of national spot broadcasting than any other single factor. It covers the many "how could it have happened" occurrences which arise on every spot campaign.

For example, an advertiser placed a 26-week campaign of five recorded programs weekly, for a juvenile audience in the early evening, starting in February. Realizing that Daylight Saving Time became effective the last week in April, simultaneously with placing the original order he placed a reservation for a later period starting at the time change. The reservation was acknowledged by the station and the series began. The time change came and the station then sold a highly desirable later period to a local advertiser and offered the national advertiser a period at noon or an hour earlier than he had been using.

Standardization Needed

Another example is the case of a station which failed to notify the agency that a transcription had not arrived until four o'clock one afternoon when the program was scheduled to be broadcast at 7:30 that evening.

These two examples are typical of the many similar happenings which occur on every spot campaign. They are avoidable and that is the distressing part of it. Stations continue to handle their national business in a careless manner year in and year out. Naturally the advertisers are disturbed when they do not receive the service they contracted for and begin to draw comparisons between radio and other media. Agencies, in closer daily contact with radio, can more readily understand many of the unusual circumstances which arise but when it is simply a case of inefficient management or poor business practice they are at a loss to either explain or justify.

The time is fast approaching when there should be some kind of standardization of rate cards and discounts. The variety of discounts encountered in figuring a spot estimate makes it a monumental task, necessitating the use of a calculating machine, slide rule, reams of paper and, in many cases, a half-nelson. If every station would show on its rate card the net rates for each period of time for the standard frequencies, it would save the calculation of these costs thousands of times each month.

Fall Spot Placements Aim Toward Record

Disc and Labor Issues Only Dark Spots As Agencies Start Autumn Buying

ALTHOUGH the fall time-buying season is just getting under way, a survey of agencies and sponsors indicates that the volume of autumn spot business will top the 1936 figure by at least 50%.

Two black spots threaten to interfere somewhat with third and fourth quarter volume this year—Transcription troubles centering around musicians' unions and a generally unsettled labor situation in the nation's industries.

Summer spot business, as predicted last spring, [BROADCASTING, April 1], is running far ahead of last year, a good share of spot users maintaining their campaigns during the warm weather period. This trend, incidentally, has also been apparent in network placements.

While a number of seasonal products will leave the air when cooler weather arrives, their absence will not be felt because seasonal products which advertise in cooler seasons will more than offset their loss.

Difficulty of finding desired time for announcements has been a complaint heard in a number of agency offices, particularly in the case of accounts which desire evening hours for their spots. Adding to this dilemma is the influx of accounts which have never before used radio, many of which want choice time.

Activity in New York

Time buyers in New York agencies are looking forward to a busy fall season, which many predict will mark a new peak for spot broadcasting. While loathe to attempt accurate estimates as to how much spot business will be placed on the air this fall, radio executive in the major New York agencies agreed that practically every spot campaign now on the air will continue through the fall and probably through the winter. Such purely seasonal products as insecticides and sunburn lotions, of course, will drop their advertising with the end of the summer season, but from present indications they will be replaced by heavier campaigns for other products.

Many New York agencies reported that their clients will undoubtedly use extensive announcement campaigns, augment their network programs with transcriptions of the same shows, sponsor live talent programs on local stations, and otherwise swell the volume of spot business, but in most cases new and additional fall business is still a matter of discussion and few contracts have yet been signed. Unsettled industrial conditions, the possibility of strikes that would tie up production, and similar factors are causing many large advertisers to make plans only a few weeks ahead, except in the case of network programs where time must be secured well in advance. Practically no spot plans have been announced by any automobile manufacturer, yet it is almost a certainty that this class of advertising will account for a substantial part of the total volume of spot business when the year is over.

As several New York agency executives pointed out, one of the advantages of spot broadcasting is that it can be lined up rapidly when and where needed and does not have to be planned far in advance. "Today," said one of them, "I haven't a thing to place; tomorrow I may be trying to buy time on 50 stations to start next week."

Despite this avowed uncertainty, however, enough business is already definitely planned for the fall months to assure a profitable autumn season for the broadcasting industry.

Chicago Agencies Busy

Agencies in Chicago placing one-third of the nation's spot business, have spent their busiest summer in history. As one radio director put it, "You'd think we were at the height of the season the way we've been working all summer. As far as I'm concerned there just wasn't any summer lull."

In contrast, however, the picture for fall as compared to a year ago is a bit unsettled. Although many Chicago agencies have already made up their fall schedules, some are holding off because of the unsettled transcription situation being afraid to go ahead with their plans for fear the discs will not be permitted to be played in all the markets desired by the advertiser. Nor has there been a rush by advertisers to forego transcribed shows in favor of live programs. Many agencies are simply marking time pending outcome of the AFM-network-transcription meeting in New York.

Another factor causing some of the Chicago agencies to hesitate before starting new spot campaigns has been the unsettled labor situation. Especially is this true of the auto manufacturers who are afraid to make any committments more than a month in advance for fear that labor strife will put a stop to auto building in the meantime.

Agencies placing one-minute spots are complaining that it is practically impossible to procure good evening time for their announcements.

Los Angeles Optimistic

A general feeling of optimism prevails in Los Angeles with agency and station executives declaring that prospects for the fall and winter are the best in radio history. It was pointed out that national advertisers have become regional conscious, and besides using network shows and planning extensive spot campaigns for fall.

Although strike conditions have affected business, causing some concellations, an increase in spot broadcasting of between 20 and 30% over last year is predicted this fall. Agency executives have always looked upon San Francisco as the spot headquarters of the West Coast, but both Seattle and Los Angeles are placing a goodly share. Practically every Los Angeles agency of any importance has become spot conscious and in planning campaigns for fall are including this type of rendition.

National and regional spot business originating on the Pacific Coast last year came to about a half-million dollars and with an outstanding summer just past, the immediate outlook for the fall season is even brighter, according to leading West Coast time buyers. They point out that regardless of strike conditions, more summer business than ever before in the history of the Pacific Coast was placed.

Problem facing West Coast networks is not how to get new business, but where to place it. Few sponsors cancelled for the summer and Pacific Coast networks are now being besieged by sponsors for choice time which isn't available. Advertisers who have never before used radio have suddenly become aware of its value and are requesting time on group stations.

San Francisco Placements

A check of radio departments of San Francisco's leading advertising agencies and sponsors indicates that spot advertising to be placed out of that city this fall will be the heaviest in history.

A number of the larger advertising agencies stated that the radio business to be placed by them during the next three months of the year will be from a third to a half greater in volume than that placed at the same time last year. Lindsey Spight, Pacific Coast manager of John Blair & Company, was the most optimistic, stating that business to be placed through his office would be well over 200% greater than last year.

An increase in daytime spot announcements to be placed out of San Francisco this fall is indicated. Several fruit, vegetable and produce accounts are planning daylight advertising, a big increase in the number of electrical transcriptions is expected.

Among the San Francisco accounts to increase its radio expenditure this year over last is Northwest Boxed Pear Bureau. A campaign is now being shaped up for this advertiser for spot coverage and representation on participating programs. Izzard Company of Seattle is the advertising agency.

The greatest volume of new fall business is being prepared for September and October, with some new accounts to start in August. In many cases the fall campaigns are still in the planning stages and neither stations nor advertisers have come to definite agreements.

Practically every agency in San Francisco ranging from the one-man type to the national organizations such as J. Walter Thompson, Lord & Thomas, McCann-Erickson, Ruthrauff & Ryan, Erwin Wasey & Co., and Emil Brisacher is working on spot schedules.

Plans of many leading spot sponsors as of July 30 follow:

Acme White Lead & Color Works, Detroit

May supplement half-hour NBC program starting Aug. 29 and featuring Smilin' Ed McConnell with transcriptions of the program. NBC-Blue network will be used and if supplementary stations cannot be cleared so that the program will extend to the West Coast, transcriptions will probably be used. Henri, Hurst & McDonald Inc., Chicago, is agency.

Agfa-Ansco Corp., Binghamton

Will continue its use of spot announcements on a half-dozen eastern stations to advertise cameras and film. Young & Rubicam Inc., New York, is the agency.

Alemite Sales Corp., Chicago

Started a test program on WIRE, Indianapolis, July 26 and may expand in the Midwest this fall. A quarter-hour *Sports Slant* program at 5:30 p. m. is being broadcast six nights weekly over WIRE. Hays MacFarland & Co., Chicago, is agency.

Allied Mills Inc., Chicago

Will start daily and thrice weekly participation on women's programs on seven stations Sept. 15 for Kreemex pancake flour. Morris-Schenker-Roth Inc., Chicago, is agency.

Staff Cartoonist

SID HIX, cartoonist of Chicago, whose work appears regularly in national humorous publications, with this issue becomes a regular contributor to BROADCASTING. His unique style and piquant humor led the editors of BROADCASTING to make the arrangement with him. Hix cartoons appear on pages 17 and 46.

LOST: A GOOD OPPORTUNITY

Agency Offers Client a Good Radio Spot but Delay Ensues so the Spot Was Not

DON'T let this happen to you, warns Groves-Keen Inc., Atlanta agency, in a circularized report titled "The Wisest Plans Accomplish Nothing When They're Adopted too Late."

The agency then tells how it suggested to one of its clients the reservation of certain radio time for the next season. It was a spot ideally adapted to the company's products, which the client's advertising department recognized at once. To a high official of the sponsor went the project for his approval. He was out of town. Finally came the decision: "Fine. We want it."

A month had elapsed, however, and the broadcast station had sold the spot two weeks before. The moral suggested by Groves-Keen is: "If you contemplate using radio time next fall or winter, contract for it now."

XUM

American Chicle Co., L. Island City
Will continue its spot announcement campaign for Sen Sen in various markets. The transcribed announcements are placed through Badger & Browning & Hersey Inc., New York.

American Home Products Corp., New Haven
Will resume its spot campaign for Anacin in the fall, using transcriptions of the *Easy Aces* program, broadcast on NBC-Blue. Blackett-Sample-Hummert Inc., New York is agency.

American Tobacco Co., New York
Will resume for Lucky Strike, the five-a-week series of five-minute news broadcasts, the news being selected by the editors of the *Yale News*. Station will be either WELI, New Haven, or WBRY, Waterbury. Same idea will probably be extended to other colleges located in small cities in the East during the fall, with the possibility of becoming national at a later date. Series will be accompanied by extensive merchandising. Lord & Thomas Inc., New York, is placing.

Anderson Co., Gary
Will advertise its Sleet Master, a windshield wiper blade designed to clear sleet away, with a news program on WOR, Newark, a football summary on WIND, Gary, participation in the *Heinie's Grenadiers* program on WTMJ, Milwaukee, and weather reports on 26 other stations throughout the sleet belt, in October, November and December. Account is handled by Schwab & Beatty Inc., New York.

Armand Co., Des Moines
This cosmetic firm started a quarter-hour test program on WLS July 20 using hillbilly talent twice weekly. The program will be broadcast thrice weekly starting in September with the possibility of other stations being added at that time. Wade Adv. Agency, Chicago, handles the account.

Armin-Varady Co., Chicago
Using one-minute transcribed announcements on four stations, will add five more Sept. 26 when *Ted Weems* program returns on a Mutual network. Practically all the stations broadcasting the network program will carry the spots. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

Associated Oil Co., San Francisco
For a number of years Associated has been using sports events almost exclusively to call attention to its gasoline, motor oils and by-products; has recently placed a spot announcement campaign on four stations in the Pacific Northwest. Advertising Director Harold Deal states that the company is planning one of its largest participations in football sponsorship this fall. Plans for this program have not been completed. Lord & Thomas placed the oil company's spot announcements on the Northwest stations, the commercials calling attention to the firm's orchard sprays. Stations signed: KIDO, KPQ, KIT, KMED.

Assn. of Pacific Fisheries, Seattle
Starts its national campaign in September, including spot radio for the canned salmon industry. Agency is J. Walter Thompson Co., San Francisco.

Atlantic Refining Co., Philadelphia
Will sponsor broadcasts of intercollegiate football on 64 stations in the East during the fall to advertise White Flash oil and gasoline. N. W. Ayer & Son Inc., Philadelphia, is the agency.

Atlantis Sales Co., Rochester, N. Y.
Will begin participation in *Martha Deane's Hour* on WOR, Newark, in August for Colman's Mustard. J. Walter Thompson Co., New York, is the agency.

Axton-Fisher Tobacco Co., Louisville
Will start a radio campaign for a new cigarette named Zephyr early in the fall, using daytime programs and appealing to women. Will start on about 15 stations and expand later. The sponsor will also expand the spot campaign for Twenty Grand cigarettes, consisting chiefly of sports summaries. McCann-Erickson Inc., New York, handles the account.

Drawn for BROADCASTING by Sid Hix

"How About Putting Me and My Leopards on a Spot Program!"

Bathasweet Corp., New York
Will keep its morning period of news on WOR through the fall. Advertising for these bath salts is handled by H. M. Kiesewetter Adv. Agency Inc., New York.

Bauer & Black, Chicago
Will start quarter-hour transcriptions five times weekly on 21 stations Oct. 18 for Velure lotion, with more outlets to be added later. Discs were cut by Associated Cinema Studios, Hollywood. Blackett-Sample-Hummert Inc., Chicago, is agency. Following are the 21 stations which have been tentatively selected: WGN, WCCO, WHO, WDAF, KMOX, WFAA, WWJ, WIRE, KOA, KFI, KPO, WOW, KOMO, KFPY, KGW, KVOO, WKY, WTAM, WCAE, KLRA, KWKH.

Beaumont Laboratories, St. Louis
Will have, in addition to a twice weekly quarter-hour live show on WLW, quarter-hour transcriptions on 10 stations starting in October and one-minute discs on 25 stations for Four Way cold tablets. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Booth Fisheries, Chicago
Using 15-minute discs on 12 stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Borden Co., New York
Will continue to advertise its Pioneer ice cream with a half-hour weekly variety show on WOR and WHN, New York, and its Chateau cheese with a weekly dramatized news program on the Yankee Network. Young & Rubicam Inc., New York, places these programs.

Bosco Co., New York
Will expand its current announcement campaign for Bosco milk amplifiers in the fall on stations in New England, Pennsylvania and Upper New York, will continue participation in the *Marjorie Mills* program on the Colonial network, and will resume its participation in the Yankee Network news broadcasts in October after a two-month layoff. Kenyon & Eckhardt Inc., New York, is agency.

Bristol-Myers Co., New York
Will continue its present spot programs for Minit Rub: a quarter-hour news period five times a week on WOR, Newark; a 10-minute daily sport review on WWJ, Detroit; and a dramatic serial, *Lucky Girl*, five days a week on WGN, Chicago. Young & Rubicam Inc., New York, is agency.

Brown & Williamson Tobacco Co., Louisville
Will continue and possibly extend the sports review programs now being broadcast on 31 stations for Avalon cigarettes and Sir Walter Raleigh pipe tobacco, thru BBDO, New York.

Builder's Life Insurance Co.,
Using a quarter-hour weekly program on WBBM, Chicago; may add other stations this fall. McJunkin Adv. Co., Chicago, is agency.

Bulova Watch Co. Inc., New York
Will continue to use time signals on an even larger scale than heretofore for Bulova watches, and is beginning to use the same type of advertising for its inexpensive Westfield line. Westfield advertising is spotted largely during the noon hour, while Bulova concentrates on the evening hours. Agency is Biow Co., New York.

Bunte Bros., Chicago
Will start live spot announcements in September on about 50 stations for its candy. List will be made up in mid-August. Fred A. Robbins, Chicago, is the agency.

Burlington Trailways, Chicago
Will expand schedule this fall using quarter-hour programs thrice weekly, one-minute announcements and chain breaks varying from one to three a day. Reincke-Ellis-Youngreen & Finn Inc., Chicago, is agency.

Dr. W. B. Caldwell, Monticello, Ill.
Will add nearly 50 stations on Sept. 27 to *Monticello Party Line*, quarter-hour five-weekly transcriptions. Twenty-five stations are currently carrying the serial. Columbia Transcription Service cut the program. Cramer-Krasselt Co., Milwaukee, is agency.

California Pear Advisory Com.
A marketing organization established for the marketing of California bartlett pears, it is one of the first groups to get started in the new fall season. Through J. Walter Thompson Co., San Francisco, it has placed orders for daytime spot announcements for a period of four weeks over 29 stations. The schedule started July 26 and is to run for four consecutive weeks. In the case where the business has been placed on two stations in the same city, the stations will divide the time—each taking the spots for two weeks. Stations include: WFBR, WTAM, WTMJ, KSTP, WCAU, KYW, WJR, WWJ, KDKA, WCAE, WSAI, WCKY, KMBC, WDAF, WHN, WMCA, WOR, KSD, KMOX, WGN, WLS, WEEI, WNAC, WBZ, WBZA, KFI, KNX, KSFO, KFRC.

Canada Dry Ginger Ale, New York
Will launch a national spot campaign in October, using an as yet undetermined program on some 60 stations. J. M. Mathes Inc., New York, will place.

Central Shoe Co., St. Louis
Will use quarter-hour transcriptions, *Footsteps to Beauty*, thrice weekly on a list of stations as yet undetermined, starting in October. Transcriptions were produced by Transamerican. Gardner Adv. Co., St. Louis, is agency.

Chappel Bros., Rockford, Ill.
Used announcements and quarter-hour programs on five stations last fall and plans to use that many or more in September for Ken-L-Ration. C. Wendel Muench & Co., Chicago, is agency.

Chasers Inc., New York
Considering a spot campaign in New England this fall to advertise Chasers, breath sweeteners. Agency is Kenyon & Eckhardt Inc., New York.

Chicago Engineering Works, Chicago
Using 25 stations and plans to extend the list this fall for its correspondence course in air conditioning. Critchfield & Co., is agency.

Chicago Mail Order Co., Chicago
Will formulate plans for a fall spot campaign the latter part of August. Nine stations using quarter-hour live programs thrice weekly were used last year. Matteson - Fogarty - Jordan Co. Inc., Chicago, is agency.

Chicago Motor Club, Chicago
Now on WBBM daily with the *Voice of Carelessness* and plans to use quarter-hour transcriptions weekly on other midwestern stations this fall. McJunkin Adv. Co., Chicago, is agency.

Chocolate Products Co., Chicago
Will expand from 10-minute to 15-minute programs thrice weekly this fall. Eight stations were used last year for Stillicious, with the possibility that as many or more will be used this fall. George H. Hartman Co., Chicago, is agency.

Coca Cola Co., Atlanta
Has recently launched a transcription campaign in some 50 cities in which the company has bottling plants, to continue through the fall in most cities and probably through the winter in the South. Program was planned and produced by D'Arcy Adv. Co., St. Louis.

G. E. Conkey Co., Cleveland
Plans to start quarter-hour participation in the *WLS Barn Dance* in September or October. May also use KFAB, Lincoln, with a five-minute program six times weekly for its poultry feed. Rogers & Smith, Chicago, is agency.

Consolidated Drug Trade Products Inc., Chicago
Currently on 10 stations will add 25 to 30 stations in September and October making a total list close to 40 Programs will be half-hour and full-hour live talent shows broadcast six times weekly. A few transcribed programs will also be used. Benson & Dall Inc., Chicago, is agency.

Continental Food Corp., Los Angeles
Planning a Pacific Coast campaign for Brown Crock Baked Beans, using one-minute dramatized transcription announcements, after a series of Southern California tests. Agency is Scholts Adv. Service, Los Angeles.

Crowell Publishing Co., New York
Will continue its *Jean Abbey* shopping programs for *Woman's Home Companion* on 18 stations. Campaign is handled by Geyer, Cornell & Newell Inc., New York.

Crown Overall Co., Cincinnati
Using weekly quarter-hour transcriptions, *Pleasant Valley Frolics*, on WLS, WLW, WHO, WOR and

(*Continued on page 46*)

Nation's Leaders Laud Radio Progress

President Pays Tribute To Industry at NBC Capital Opening

WITH Washington's officialdom generously represented, NBC on July 22 dedicated its elaborate new studios in the Trans-Lux Building, and the event served as the occasion for renewed expressions of confidence in radio by the American plan from administration spokesmen.

In a letter to NBC-President Lenox R. Lohr, President Roosevelt sounded a new keynote for radio. "It is not within the province of reactionaries to put obstacles in the way of orderly development nor to mark boundaries beyond which radio may not go," the Chief Executive stated in the communication, which was read over the air.

"I believe that sooner than many of us realize television will be established in homes throughout this country. Indeed, it may not be long before radio will make it possible for us to visualize at the breakfast table the front pages of daily newspapers, or news reports, no matter how remote we may be from the place of their publication and distribution."

Farley-Wheeler Tributes

The President said the opening of the new studios seemed to him to "symbolize the onward march" of radio. "Although the ether is a comparatively new means of communication and lends itself nationally in many other useful ways," the President's letter continued, "we find ourselves continuously amazed at the things which have been accomplished and the development of future potentialities."

Other speakers were Postmaster General James A. Farley, who is also chairman of the Democratic National Committee; Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates; Acting Chairman E. O. Sykes of the FCC; Mr. Lohr, and Melvin C. Hazen, District Commissioner. Senator Wheeler made a plea for freedom of speech by radio while Postmaster General Farley praised broadcasting generally and chain broadcasting in particular as meeting a "real public need."

Postmaster General Farley paid high tribute to the development of broadcasting in this country and to the work of the chains.

"Certainly no one can deny that radio has taken its place in the forefront of those things which constitute our every day needs," Mr. Farley said. "It has done much in advancing our national unity as well as providing a new and peaceful link among the nation's of the world. Radio has aided immeasurably in developing musical culture and appreciation, in banishing provincialism and sectionalism, thereby preventing the disintegration of our people into classes.

"The progressive policies being adopted in the field of radio by such organizations as the National Broadcasting Co. give inspiration and hope to all of us. The American people will never despair as long as they can turn to their radios and obtain instantly elevating musical programs or inspirational talks.

"For a long time I have been thoroughly convinced that one of the greatest benefits provided by radio is the nation-wide communication and discussion of public questions that have been made possible by this great modern instrumentality of communication. As a result our people are now kept completely and accurately informed at all times on national matters, a situation which has brought about keener interest in public affairs than ever before existed in this country."

Speaking in behalf of Congress, Senator Wheeler said the progress of radio in the last 20 years has been "incredible."

"Its influence," he declared, "is found in the marts of trade, in the cultural tastes of our nation and the formation of public opinion on political and social problems." The Montana Senator also expressed gratitude over the recognition given by broadcasters to their "public duty." As a member of Congress he said he was naturally interested in the part radio plays in the formation of public opinion on matters political and economic.

"I am glad to see in the radio a medium for expression pro and con on those matters by leaders in the various walks of life. Impartial and only impartial use of the radio for discussion of controversies aids in the making of intelligent decisions by the American public and for the increasing of the efficiency of the Democratic form of government. That is one of the contributions of the radio to our nation and that is one of its duties. And may I add, that duty can only be performed by the maintaining of the free and uncensored use of radio facilities."

Praise From Judge Sykes

Judge Sykes commended NBC, declaring that the studios represented the last word in technical improvement. Harking back to the position of radio 10 years ago, Judge Sykes said that at that time what was meant in radio by public interest, convenience and necessity was not well crystallized. "Today it may be epitomized in service to the listening public," he said.

Mr. Lohr said NBC dedicated the new studios with feelings of mingled patriotism and pride—pride because "we feel that we are participants in making drama which is the life of a nation's capital," and patriotism "because we recognize and welcome our public responsibility to serve the people by faithfully presenting the capital city to its nation and the nation to its capital city."

While the new studios and the new transmitter for WRC and WMAL represent the latest scientific developments in radio, Mr. Lohr said they are merely steps which an ever-changing art demand to bring to an audience programs of the highest quality and with the greatest fidelity.

The formal dedication, broadcast over the combination NBC network, climaxed three days of festivities. On July 20 WRC and WMAL, NBC-operated Red and Blue outlets respectively in Washington, held open house for the press. The second day's celebration was devoted to clients and agencies and the third day to the formal opening with some 1,500 persons, including many members of Congress and officials of government departments present.

The new studios occupy some 20,000 square feet of floor space in Washington's newest theatre building. There are seven studios of the "floating" type. Latest innovations in studio construction and engineering were employed. All of the engineering and technical developments were under supervision of O. B. Hanson, NBC chief engineer.

NBC FIRST NIGHTERS—Snapped at the gala opening of NBC's new Washington studios are (upper center) standing: Melvin C. Hazen, D. C. commissioner, and NBC-President Lenox R. Lohr; seated are Acting Chairman Sykes of the FCC and Senator Wheeler, of Montana. All spoke during the ceremonies. Lower center: F. M. Russell, NBC Washington vice-president, seated in his sumptuous new office. Left: A candid shot of Jack Latham (at phone) and Carlos Franco, both of the radio department of Young & Rubicam Inc., New York, at the dedication. Right: On the roof of the Trans-Lux Bldg., new NBC home, as 1,000 balloons with numbers painted on their sides were released by showgirls, the lucky numbers bringing prizes to those picking up the balloons. Gordon Hittenmark, NBC announcer, is at the mike.

XUM

CENTRAL BROADCASTING CO., Des Moines
J. O. MALAND, Manager Phone --3-7147
National Representatives: FREE & PETERS, Inc.
New York Detroit Chicago Los Angeles San Francisco

WHO
Des Moines · Full Time · Clear Channel · 50,000 watts

CHIPS
from the station log

News-Service for 31 States

Not long ago, J. O. Maland stepped before a WHO microphone to invite comment about WHO's evening news broadcasts.

His talk, lasting less than five minutes, had to compete against Amos 'n' Andy for listener-attention.

No reward, no inducement was offered for any reply.

Yet 1,152 listeners went to the trouble of writing to express their appreciation for WHO's news service.

A tabulation showed these letters came from 31 states.

Outstanding Broadcast

Few single-station broadcasts anywhere in America regularly reach an audience equal to that which tunes each evening to WHO for United Press dispatches, edited and broadcast by H. R. Gross.

The scope and accuracy of United Press reports, the keen news-sense with which Gross edits teletype copy, the impartial thoroughness of news-coverage presented by each broadcast—all contribute to the intensity of audience-interest in the WHO evening news.

Then add to the foregoing factors, the strength of signal which WHO's 50 KW transmitter sends out on a clear channel, and you can understand why WHO news is a nightly radio "high-spot" throughout the Midwest.

Every advertiser using WHO has a similar opportunity to reach and influence listeners in an area including well over half the entire United States.

Picture Offer Draws 9,630

Time and again, specific offers have proved the exceptional audience reached by WHO News Broadcasts. Most recent test:

For two weeks, a brief announcement was carried at the close of WHO evening news. In the announcement, a picture of H. R. Gross was offered to listeners.

Despite the utter lack of novelty in the offer, 9,630 requests were received within two weeks. Even after the offer was withdrawn, requests continued coming in at the rate of 400 a day.

Response came from 36 states and Canada. Time of the announcement was 10:15 P. M. Central Standard (12:15 A. M. EDST)—another proof that Iowa does not go to bed with the chickens.

Federal Counsel In ASCAP Trial Believed Retiring

Andrew W. Bennett Is Said To Plan Private Practice

Mr. Bennett

UNCONFIRMED reports were current in Washington late in July that Andrew W. Bennett, for the last three years special assistant to the Attorney General in charge of the Government's anti-trust suit against ASCAP, would resign that post, presumably to enter private law practice in connection with copyright.

Considerable question, it is learned, has arisen over continuance of the three-year-old suit, now pending in the New York Federal courts, seeking correction of ASCAP activities alleged to be in violation of Federal Statutes. It is reported that Mr. Bennett has sought a reopening of the trial and vigorous prosecution of the case, but other Department officials apparently have opposed that view and, it is understood have advocated abandonment of the suit. The action was filed Aug. 30, 1934, against ASCAP and 130 codefendants. After 10 days of trial in June, 1935, however, the case was recessed pending an effort to stipulate the record.

Department Loses Interest

The apparent indifference of the Department toward the ASCAP suit, recurring reports that the suit may be dismissed and failure of Congress to enact legislation curbing the activities of ASCAP, coupled with the fact that present contracts will expire in less than two-and-one-half years, has created unrest among the group of independent broadcasters who fear a repetition of the 1932 and 1935 negotiations for music license privileges. Indignation over this situation broke out at the Chicago convention of the NAB with the result that several anti-ASCAP resolutions were passed. Some of the independents, however, expressed themselves in favor of aggressive and coordinated action in line with these resolutions.

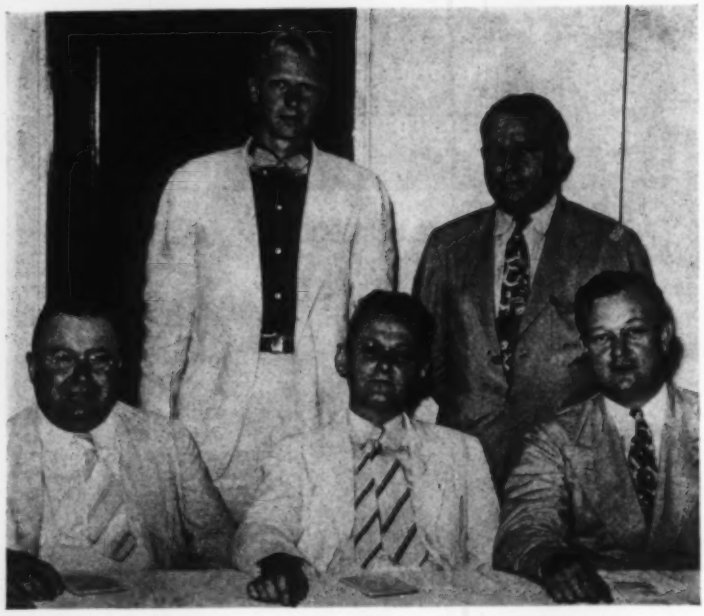
While Mr. Bennett would not comment on the report, it was learned that a group of independent broadcasters, anxious to see the Government suit prosecuted, had discussed with the attorney the possibility of an arrangement whereby he would represent them in copyright matters. Pendency of the government suit, as well as the Duffy and Guffey bills in Congress seeking to strip ASCAP of much of its arbitrary powers in collecting royalties, are matters in which the independent broadcasters express greatest interest.

The fact that a half-dozen states already have enacted state laws placing ASCAP and other copyright groups under state jurisdiction, also has heartened the independent broadcasters in their offensive on copyright, in the hope of achieving a legislative basis for fair and equitable dealing with ASCAP before present percentage contracts expire in 1939.

Mr. Bennett joined the Justice Department in April, 1934, as special assistant to the Attorney General, and handled all of the preparation for the government suit, instituted five months later. He was formerly on the legal staff of the United Fruit Co. in Boston, and prior to that, in general practice in Washington.

While there was no verification either of the report that Mr. Bennett had resigned or that he had been proffered a post by the independent broadcasters' group, it has been known that certain state groups have had in mind appointment of some lawyer who would coordinate the various copyright activities into an offensive, looking toward expeditious action.

If such a plan crystallizes, it is understood, it would not be in the nature of another "trade association" movement to conflict with the NAB, but on the other hand would be designed to gear its activity with the NAB and operate on fronts in which the trade association cannot participate because of its status as an organization representative of all elements in the broadcasting industry.



FLORIDA SLATE—Here are the 1937-38 officers of the Florida Association of Broadcasters elected at the group's second annual convention in Jacksonville July 24-25. Seated, left to right: Spencer Mitchell, WDAE, Tampa, secretary-treasurer; W. Walter Tison, WFLA, St. Petersburg, president; Harold Danforth, WDBO, Orlando, vice-president. Standing, left to right: Henry G. Wells, WCOA, Pensacola, and State Senator John Beacham, WJNO, West Palm Beach, executive committee.

Superpower on Non-network Plan Urged By Florida Stations; Tison Named Head

ELECTING as president for the ensuing year W. Walter Tison, vice-president of WFLA, Jacksonville, the Florida Association of Broadcasters at its second annual convention in Jacksonville July 24-25 went on record in favor of legislation limiting superpower stations to non-network operation.

In adopting a resolution favoring introduction of a bill in Congress, the Association proposed that hereafter stations using more than 50,000 watts power shall originate all of their programs with the exception of one-hour per month, designed to take care of extraordinary events. WLW would be excluded from the terms of the measure if deemed in the public interest by the FCC, under an amendment adopted during consideration. The proposed bill recites that its purpose is to "prevent monopolies and to prohibit excessive duplication of broadcasting programs in any area." It reads:

The Communications Act of 1934 is hereby amended by the addition of the following section immediately after Section 307 thereof and to be known as section 307½:

307½ (a) For the purpose of this section a network program is defined as any program lasting five minutes or longer which is broadcast simultaneously from two or more broadcasting stations, whether by wire, aerial reception, electrical transcriptions, recordings, film, or otherwise, or which being broadcast over any broadcasting station is recorded and thereafter rebroadcast or repeated from another such station by wire or mechanical means.

(b) The Commission is directed to refuse licenses and renewals of licenses to additional broadcasting stations having an authorized operating power in excess of 50 kw. over which there shall be broadcast any network program as defined in this section.

(c) Upon formal advance application therefore the Commission may from time to time authorize any station having authorized power in excess of 50 kw. to broadcast network programs when the public interest will be served thereby but in no calendar month shall such authority cover an aggregate period of more than one hour.

(d) The Commission shall publish in the Federal register appropriate regulations for the enforcement of this section."

A thorough discussion of industry problems, including the copyright question, developed during the meetings. James W. Baldwin, NAB managing director, flew from Washington to participate. He told the group of activities of the national organization and of the status of copyright legislation in various states, including the six in which state laws already have been enacted.

The new Florida copyright law was discussed by State Senator John R. Beacham, of WJNO, West Palm Beach, who introduced the measure in the Florida legislature, and by H. T. Rogers, attorney who drafted it. As introduced and passed by the Senate, the bill is the same as the Nebraska anti-ASCAP measure.

In addition to President Tison, who succeeds Fred W. Borton, WQAM, Miami, as president, other officers elected for 1937-1938 include: L. S. Mitchell, WDAE, Tampa, secretary-treasurer; Harold P. Danforth, WDBO, Orlando, first vice-president, and Mr. Beacham and Henry Wells, WCAO, Pensacola, executive committeemen.

A resolution was adopted extending the sympathies of the Florida broadcasters to the family of FCC Chairman Anning S. Prall, describing the late chairman as "a valued and understanding friend and guide."

Every station member was represented. Delegates were:

WCOA—Henry Wells, George Willings; WDAE—L. S. Mitchell, Ralph Nicholson; WDBO—Harold P. Danforth.

WFLA—W. Walter Tison, Melvin Meyer; WFOY—Col. W. B. Fraser, Robert Tigert; WIOD—Frank Malone, Milton Scott; WJAX—John T. Hopkins III; WJNO—John R. Beacham, George Hazelwood; WLAK—J. P. Marshall, B. M. Brown; WMBR—Frank King, Glenn Marshall, Jr.; WMFJ—W. Wright Esch; WQAM—Fred W. Borton, Fred Mizner; WRUF—Garland W. Powell, Prof. Joseph Weil; WSUN—Harold H. Meyer; WTAL — Gilbert Freeman, Mrs. Vera Freeman.

Baseball Star Sponsored By Peter Pan Bakeries

SPONSORED by the Peter Pan Bakeries Inc., chain group, Gerald Walker, Detroit outfielder, started July 20 in a 15-minute Tuesday and Thursday series titled *Gerald Walker on the Spot* on the Michigan Network, keyed from WXYZ, Detroit. Program is heard at 6:30 p. m., with Bob Evans as announcer asking Walker to answer baseball questions submitted by fans. Walker's forte is his ad libbing ability and his keen sense of humor. He is not new to radio, having frequently appeared with Harry Heilman, former Tiger outfielder who is baseball commentator for Michigan Network.

Mail response already is great from the Lower Michigan area where the bakeries have their chief distribution. Five writers of selected letters are heard on each program, each writer appearing with Walker receiving an autographed baseball and a loaf of Peter Pan bread. When the Tigers play out of town, transcribed versions prepared in advance are carried. Packard-Neff, Detroit, handles the account.

IN THE July 15 BROADCASTING, it was reported that Prof. L. D. Barnhart of the University of Toledo had joined NBC-Chicago as educational counsellor. Prof. Barnhart has joined NBC-Chicago as a production man and not in an educational capacity. Miss Judith Waller is educational director of NBC-Chicago. BROADCASTING regrets the error.

WWJ Bans All Announcements For Three-Hour Period Daily

W. J. Scripps Tops Balanced Program Suggestion With New Step Designed to Please Listeners

AS THE second phase of his plan to "balance" program operations on WWJ, Detroit [BROADCASTING, July 1 and 15], W. J. Scripps, managing director of the station announced July 26 that starting with the fall time change all commercial chain-break and between-program spot announcements will be eliminated between the hours of 12 noon and 3 p. m.

Even more revolutionary than the announcement of WWJ's new policy of program control, Mr. Scripps said this second step will provide a three-hour stretch of entertainment with no intervening announcements to compete for popular attention. With the change, WWJ will increase its basic hour rate for the three-hour period by 36.8%, he added.

Mr. Scripps' said:

"The July 1 issue of BROADCASTING carried an announcement of WWJ's new policy of program control. The storm of discussion, both commendatory and critical, aroused by this announcement speaks for itself, and needs no further elaboration.

Adjustment of Rates

"Now we are ready to take the second step in our effort to bring about a new and better era in commercial broadcasting—a golden era of service to the listener, which in the long run means increased benefits to the broadcaster and to the sponsor.

"Starting with the fall time change, that lucrative period between 12 noon and 3 p. m., within station optional time, will be cleared of all commercial chain breaks and between-program announcements.

"This will provide a three-hour stretch of program entertainment with no intervening announcements to compete for popular attention with the commercial credits of the programs in this period.

"To set aside this three-hour period naturally will be costly, but should make it a prime and certainly desirable period for sponsorship, since it is exactly what many of the larger and more farsighted advertising agencies have been seeking and hoping for these many months.

"It will be costly because the revenue from announcements today constitutes about 50% of our station revenue—and by necessity, therefore, some rate adjustments will be required.

"The natural and first thought of some broadcasters would be to let the sponsor pay the whole cost of this 'preferred' position, just as they are required to do in other media. But WWJ does not desire to jeopardize the experiment by so arbitrarily following custom laid down in the past. For the sake of radio's future, we at WWJ believe that we should make concessions. In other words, we feel we should meet the sponsor half way.

"Thus, we will increase our rate during the three-hour period by only 36.8%, leaving approximately two-thirds of the loss in revenue resulting from the elimination of commercial announcements to be borne by WWJ.

"Multitudinous and vicious have been the complaints heard from those in the industry—and out of it—against the commercial announcement evil, and this test will offer a way to abolish it. Naturally, it depends upon the response from sponsors as to whether WWJ's policy ultimately will be extended—not alone to its entire broadcasting day—but to the entire industry as well."

BAMBERGER OFFERS SERIES TO STORES

L. BAMBERGER & Co., Newark department store, is offering to other department stores throughout the country the daily column and daily broadcast of Ed Fitzgerald, which for some months have been a part of the newspaper and radio advertising of the company.

Since Fitzgerald writes and talks without restrictions, doing no selling of individual merchandise, his material would be suitable for any store to sponsor, says the brochure sent out by Bamberger to other stores, which adds that Fitzgerald was chosen after a year's search and that the choice of a man rather than a woman was based on a survey conducted through MBS which showed an overwhelming preference for a man.

Stores may purchase the 15-minute broadcasts three or six days a week and either through Mutual or on transcriptions. Six time rate for the live programs ranges from $30 to $75 weekly, depending on the store's volume of sales, and from $20 to $50, plus about $3 a record, for the transcriptions. A 5% discount will be allowed for contracts of six months. It is reported that negotiations are being conducted with stores in Providence, Boston and Binghamton.

P&G Signs on WOR

PROCTER & GAMBLE Co., Cincinnati, has contracted for four 15-minute programs five days weekly for 52 weeks on WOR, Newark. Programs include a transcribed version of *The Gospel Singer*, NBC-Blue network program, and *Judy & Jane*, which is also transcribed. These shows advertise Ivory products and are placed through Compton Adv. Inc., New York. A third transcription series, *Pepper Young's Family*, placed through Pedlar & Ryan Inc., New York, for Camay, is also recorded from the network broadcasts on NBC Red and Blue. The fourth program, *The Couple Next Door*, in the interest of Oxydol, is an MBS feature originating at WGN, Chicago, and placed through Blackett-Sample-Hummert Inc., Chicago. Pointing out that all of these products are already advertised with network programs broadcast in New York, WOR cites Procter & Gamble advertising as an excellent example of the supplemental radio idea which the station is currently promoting in its own advertising. Basis of the theme is that in a market such as metropolitan New York it is impossible to reach all listeners with a single program.

A GUEST OF NBC
Famous European Announcer To Broadcast Here

MISS SERGIO

LISA SERGIO, known throughout Europe as the "Voice of 2RO" for her broadcasts in French and English from this station in Rome, is in New York to study American radio technique and has been made a guest announcer of NBC during her stay. Her first assignment for an American radio program is to announce the *Robin Hood Dell* symphony concerts, to be broadcast on the Red network on three successive Saturdays, July 31, August 7 and 14. She is also announcing in both French and Italian the programs broadcast to Europe on NBC's short-wave transmitter, W3XAL, and broadcasts a daily 15-minute news period in each of these languages to the European audience.

Born and educated in Florence, where at 17 she edited the *Italian Mail*, only English newspaper in Italy, she was invited to broadcast in English from Rome by officials of EIAR, the Italian Broadcasting Company. Within a short time she had been put in charge of news broadcasts, personally taking care of all English and French programs and directing broadcasts in a dozen other languages. She also organized the *American Hour*, which is broadcast daily from Rome to North America.

Miss Sergio resigned from EIAR in order to visit the homeland of her mother, who before her marriage was Margaret Fitzgerald of Baltimore. She is staying in New York at the home of her aunt, Miss Alice Fitzgerald, who was chief of the American Red Cross Nursing Service in France during the War.

Zephyr Spot Series

AXTON-FISHER TOBACCO Co., Louisville, will shortly launch a spot radio campaign for its new Zephyr cigarette. Daytime programs will be used chiefly, with the commercials stressing the honey flavor and smoothness of the brand in an attempt to capture the women smokers. Announcements and programs will be used on various schedules at various stations depending on what seems to be best in each market. Axton-Fisher for Twenty Grand cigarettes has added daily-except-Sunday sports summaries on WCFL, Chicago, WSAI, Cincinnati, and WGAR, Cleveland, to its spot campaign. Another addition is a series of Friday night fight broadcasts from the Hollywood Bowl on KFWB, Los Angeles. Advertising is placed through McCann-Erickson Inc., New York.

Five State Offices Closed by ASCAP

Stations Piling Up Contingent Liabilities, Paine Asserts

DISCONTINUING its operations in States which have passed anti-monopoly copyright laws (Montana, Washington, Florida, Nebraska and Tennessee), ASCAP has closed its offices in these states and is doing no business of any kind within their borders. Letters received at ASCAP headquarters from broadcasters, hotels, ballrooms and other establishments which formerly operated under ASCAP licenses, are returned unopened, stamped "Refused, American Society of Authors, Composers and Publishers".

The refusal of these letters, most of which contain royalty checks, does not relieve the broadcasters and others of the responsibility of copyright payments, however, according to John G. Paine, general manager of ASCAP. The state laws may make it difficult or impossible for copyright owners to combine into such organizations as ASCAP, he stated, but they cannot take from the copyright owner his rights or declare them invalid.

Contingent Liabilities

Eventually, Mr. Paine said, the copyright owner will present his bill for the infringement of his copyrights that the states have now made it temporarily impossible for him to collect, and the broadcasters are meanwhile building up a terrific pile of contingent liabilities. This is especially true of the networks which are now sending programs of copyright music to unlicensed stations, he stated, as all stations located in states in which anti-ASCAP legislation was passed automatically lost their licenses with the agency.

Mr. Paine said that this legislation is having its effect abroad as well as in this country, as societies in foreign countries which have entered into reciprocal treaties with the United States are asking if their copyrights will be protected over here as American copyrights are protected in their countries.

Asked about the proposal that ASCAP become affiliated with the American Federation of Labor, Mr. Paine said that there is little progress to report. He readily admitted that negotiations were under way, that the two groups had much in common and that a series of meetings had been held, but he denied that any such affiliation is imminent. It is a very broad question that requires a great deal of study, he stated, and not something to be rushed into.

Pepperell Back to Net

PEPPERELL MFG., Boston, will return to the ranks of network sponsors after a six years' absence in November, when it will sponsor a series of philosophical talks by Dr. Karl Reiland on NBC-Blue. Program, which was tested on WSB, Atlanta, and WRDW, Augusta, last spring, will be broadcast Friday evenings 7:15-7:30. Dr. Reiland will launch the series from New York but after the first few broadcasts will return to Atlanta and future programs will originate there. Series will advertise company's sheets and pillow cases. BBDO, New York, handles the account.

Business Is Good

*In the Heart of Missouri**

and Will Be Even Better This Fall

Radio Station

KFRU

(Operating on 630 Kilocycles
1000 Watts Day -- 500 Watts Night)

at

Columbia, Missouri

Covers the Heart* of Missouri

more effectively, economically and efficiently than does any other single medium.

*This is the vast area between the Retail Markets of Kansas City and St. Louis.

Represented Nationally by

Furgason & Aston, Inc.

New York	Chicago	Detroit	Kansas City
17 E. 45th St.	221 N. La Salle St.	Stephenson Bldg.	Dwight Bldg.

CROP PROSPECTS IN MISSOURI ARE ENHANCED BY RAIN

Agricultural Report Declares Grasshoppers Plentiful but Causing No Damage.

Grasshoppers are plentiful in some parts of the state, but have caused no serious damage to date, caused ing to the weekly report of the ulture released today. United States Department of Agri-

Temperatures were considerably above normal most of the week, but were favorable for corn and most other crops, except in northern sections, where rainfall was deficient. The report follows:

"The outstanding feature of the weather during the week was a copious rainfall in most of the northern half of the state on July 11 and 13. This was of immense value as it broke a drouth situation that was becoming serious, and almost insures a good corn crop in that section. Rainfall elsewhere was mostly light to moderate, but generally sufficient; however, more rain would be beneficial in central and eastern sections.

Crop Good to Excellent.

"The corn crop in general is good to excellent, but in some northern areas it is reported only fair (prior to the rain of the last few days). It is tasseling pretty generally in the more advanced fields and in some southwestern counties ears are forming. It is generally well cultivated, mostly laid by. On the whole the outlook is good.

"Wheat threshing made good progress, and the crops is showing good yields in most of the eastern half of the state, but very poor to very good in the western half. Rust almost ruined a good percentage of the crop in large parts of the western half, but some is still reported very good even in the rust area. Oats and barley crops are generally good. Meadows were becoming poor in the northern half before the rains, but will be greatly improved. Alfalfa and other hay crops are generally good except in some northern areas. Much hay was cut during the week.

Truck Crops Benefited.

"Potatoes, tomatoes and other truck were benefited by the recent rains and are generally good. Tomatoes are ripening and new potatoes are being marketed.

"Fruits are generally in good condition, with prospects of satisfactory crops. Early apples and peaches are getting ripe.

The report was for the week ending July 13.

From St. Louis Star-Times July 15th, 1937

XUM

CIO Placing Spots To Promote Cause

Labor Programs Are Placed at Strategic Points in Nation

MAKING extensive use of broadcasting to help in organizing workers and in building sympathy for their cause among citizens, the CIO is not planning any national radio campaigns, at least for the present, but is using frequent broadcasts on stations in areas where organization is now going on.

Typical is the current radio campaign of the Steel Workers Organizing Committee, which sponsors three quarter-hour programs weekly on WSAN, Allentown, WCBM, Baltimore; WHP, Harrisburg, and WJAC, Johnstown. One program each week features labor news from Washington, compiled by Chester Wright. The second broadcast brings a talk by an outstanding speaker, such as Senator Wagner or John L. Lewis, which has been transcribed, and the third program of the week features a prominent local man.

Handling of Programs

At the start of each broadcast a citizen of some local prominence is brought to the microphone to make a brief plea to the management of Bethlehem Steel Corp. to avoid conflict and allow the rights of the workers to be determined by an election. The local organizer closes each broadcast with a discussion of the local situation on that day. Broadcasts are advertised on sandwich boards, paraded at factories during the lunch hours and at closing time, and with small space in local newspapers.

The United Automobile Workers of America also is on the air with a 15-minute broadcast every weeknight on WJBK, Detroit, and on Sundays with half-hour programs on both WJBK and WMBC. Twice a week the WJBK broadcasts are fed to WJIM, Lansing, and WFDF, Flint, as well. Programs alternate between straight organizing speeches and dramatizations of living conditions of workers in automobile plants.

The Textile Workers Organizing Committee, which opened its radio campaign with a broadcast of a mass meeting at Lawrence over a five-station hookup which was hastily arranged after the Colonial Network had refused to carry the broadcast without a preliminary statement that the network management was "definitely opposed to certain principles of CIO", is now using two stations in New England. WCOP, Boston, carries three TWOC 15-minute broadcasts weekly, one in English, one in Polish and a third in Italian. A fourth weekly series, in French, will be started in August. WSPR, Springfield, carries one weekly program, in English, for the union. Recently the TWOC has started a series of weekly broadcasts on WGAR, Cleveland. Workers' position is brought out through dramatizations of the testimony presented at the hearings of the National Labor Relations Board.

These campaigns are chiefly the work of Morris Novik, director of WEVD, New York's "labor station," which for more than a year has been broadcasting the programs of the Ladies Garment Workers Union and sending them to a network including WPEN, Philadelphia, WELI, New Haven, and WCOP, Boston. This series of hour broadcasts, made up of opera and symphony music and dramatizations depicting the conditions under which garments are made in non-union shops, is said to have been successful in creating a refusal on the part of the public and retailers to take goods not bearing the union label. Whenever an outstanding labor speaker broadcasts on WEVD, Mr. Novik has the talk transcribed and furnishes it to local organizations for local broadcasts.

TRANSRADIO Press Service has extended a new leased teletype circuit through central Iowa, the fourth of a system of state circuits being operated from Transradio's midwestern division headquarters in Chicago. Other circuits carry teletype service to clients in Michigan, Wisconsin and Illinois. Transradio's northwestern circuit, running northward from Portland, Ore., has been extended to Vancouver, B. C., carrying teletype service to CJOR.

RADIO DAY—Thirty-two members of the broadcasting industry in the San Francisco bay area on July 16 traveled 100 miles south in a specially chartered Greyhound bus to participate in the annual Radio Day as guests of the California Rodeo at Salinas. Lloyd E. Yoder, NBC West Coast press chief, chairman of Radio Day, was in charge of the party, which included station managers, artists and publicity men, as well as newspaper radio editors. Among those in the party were: Ralph R. Brunton, Art Westlund, Don Hambly, Pat Kelly, Mrs. Sherwood Brunton, Mrs. Elmer Pratt, Charles Harper, Cedric Davey, Walter Paterson, ("Nicky" of *One Man's Family*) and Mrs. Paterson, Leo Cleary and Mrs. Cleary; Phoebe Clark, Lucille Squires, Bette Marino, Estelle Caen, Claude LaBelle, Ed Murphy, Walter Rudolph, J. Clarence Myers, Jim Morgan, Helen Sawyer, Dante Barsi, Leo Catalano, Johnny Catalano, Dick Holman, Ruth Fischer, Mrs. Donald Stuart, Commander Scott, Ed Schoeb and Ed Hansen.

Drug and Toilet Goods Lead Networks In Time Sales for First Half of Year

DRUGS and toilet goods advertising exceeded that of any other industry on NBC during the first six months of 1937, was in second place on the CBS roster, and heads the combined list with a total of $9,296,031, according to breakdowns of advertising revenue by industries issued by both networks. No such figures were available for MBS, but it is probably safe to assume that expenditures of advertisers on that network would follow the same relative order as on the other two.

Advertising for food and food beverages also passes the nine million mark when NBC and CBS totals are combined, the exact total for this class of advertising for the first half of this year being $9,086,728. These two industries are a long way ahead of the other network advertisers, the next highest total being that for the automotive industry, which spent $3,786,781 for time and talent on NBC and CBS. The tobacco industry ranks fourth with an expenditure of $3,159,763 on the two networks. Advertising of laundry soap and housekeepers' supplies, in fifth place with a total of $2,775,735, undoubtedly accounts for a large part of the increase in daytime advertising on these networks over a year ago.

Breakdown of expenditures for NBC and CBS time during the first six months of 1937, by industries, follows:

	NBC	*CBS*
Automotive	$ 1,752,069	$ 1,974,720
Building	163,325	----------
Cigars, Cigarettes, Tobaccos	801,039	2,358,724
Clothing and Dry Goods	64,688	----------
Confectionery, Gum, Ice Cream	102,800	606,120
Drugs and Toilet Goods	6,610,632	2,685,399
Financial and Insurance	153,060	261,351
Foods and Food Beverages	5,607,660	3,479,068
Garden-Field	5,200	----------
House Furniture and Furnishings	267,471	259,118
Jewelry and Silverware	64,716	----------
Lubricants, Petroleum Products and Fuel	1,068,052	1,162,146
Machinery, Farm Equipment and Mech. Supplies	65,120	61,725
Paints and Hardware	199,005	----------
Radios, Phonographs, Musical Instruments	749,420	377,335
Schools and Correspondence Courses	5,868	3,960
Shoes and Leather Goods	55,500	----------
Laundry Soap and Housekeepers' Supplies	1,596,892	1,178,843
Sporting Goods	83,699	----------
Stationery and Publications	219,062	79,365
Travel and Hotels	----------	37,708
Wines, Beers, Liquors	27,792	----------
Miscellaneous	285,037	277,683
Total	$19,948,107	$14,803,265

Postal Using Spots

POSTAL TELEGRAPH - CABLE Co., New York, started a spot campaign in July, using daily announcements and time signals on KFRC, San Francisco, and KHJ, Los Angeles; four announcements a day, Monday through Friday, on WNOX, Knoxville, and WMC, Memphis; three announcements six days weekly on WNBR, Memphis; and an announcement and a five-minute news program daily on WCPO, Cincinnati. Campaign, which will be continued indefinitely, is handled by Marschalk & Pratt Inc., New York.

AMERICAN Association of Advertising Agencies has set April 28-30 as the dates for its 1938 annual convention, which will be held at the Homestead in Hot Springs, Va.

Jones and Smith Direct New KRIS-KXYZ Group

INAUGURATED only six weeks ago as a full-time regional to replace the local station, which the FCC authorized for removal into Brownsville, Tex., the new KRIS Corpus Christi, 500 watts on 1330 kc., is now being offered to advertisers in a joint rate card with KXYZ, Houston. KRIS is operated by Tilford Jones and T. Frank Smith who also head the company operating KXYZ. KRIS on Aug. 1 joins the supplementary NBC Red and Blue networks while on the same date KXYZ joins the Blue.

Heading KRIS as local manager is Cliff Tatum, long associated with South Texas broadcasting, and George Morrison, formerly with KXYZ. Wilson-Robertson represents the station in the national field. The station subscribes to the WBS program library service, and Transradio Press.

Series Pays for Itself Before Going on the Air

A RADIO series that was completely paid for before a single program had gone on the air is the record claimed by Pennzoil Co., Philadelphia, which recently began an eight-week series of 15-minute transcriptions on 40 stations. In an effort to secure new dealers to distribute its oil products, Pennzoil Co. offered its distributors the radio series if they showed a fixed percentage of gain in accounts. The quotas were reached and new dealers signed up with actual orders before any of the programs had been broadcast. The result was thousands of new Pennzoil outlets and a prepaid radio campaign.

Spot radio was the medium selected because of its effective coverage of individual distributors' territories and because each program could be presented under the sponsorship of the distributor. The programs are tied in with the Pennzoil national advertising theme of "the extra margin of safety" and are dramatizations of an adventure in which the extra margin of safety plays the key role. No "name" talent is used. In addition to the transcription series, Pennzoil Co. has been sponsoring time signals, weather reports, sport flashes and straight spots for a number of years. Fuller & Smith & Ross Inc., Cleveland, handle the account.

FCC Gets League Baseball Complaint

President Harridge Asks Probe Of WJMK; Hopkins Replies

COMPLAINT against the "unauthorized broadcast" by WJBK, Detroit, of play-by-play descriptions of the out-of-town games of the Detroit Tigers, was registered with the FCC Broadcast Division July 15 by William Harridge, president of the American League.

In a letter addressed to Broadcast Division Chairman E. O. Sykes, Mr. Harridge requested that the FCC investigate the conduct and practices of WJBK and determine whether they are "not only contrary to the honest business practices of licensed stations, but also in violation of the Communications Act of 1934 and the provisions of Rule 177 of the rules and regulations of the Commission with reference to rebroadcasting."

WJBK now has pending before the FCC a formal complaint against Western Union, for its alleged refusal to furnish it with "ticker" accounts of the Detroit out-of-town games. It has been broadcasting these games under sponsorship by procuring the accounts from undisclosed sources.

Permission Refused

Mr. Harridge declared that in March WJBK requested permission to broadcast the running accounts of the Detroit games but was refused because previous arrangements had been made authorizing broadcasts of all games by WWJ and WXYZ, Detroit, including the Michigan Network. After this refusal, the letter related, WJBK petitioned the courts for a writ of mandamus against Western Union to compel service, but the order was denied. Then he pointed out that on May 18 WJBK advertised in the *Detroit Free-Press* that although it had been denied the right to broadcast the games, nevertheless a description of the road games would be broadcast. Mr. Harridge added that these games have been broadcast and charged that the practice of "appropriating and pirating the news of the baseball games which it has broadcast is in our opinion an unfair utilization of the labors and expenditures of others and is deceptive to the public."

The WJBK situation, Mr. Harridge declared, presents the same question involved in a similar complaint filed with the Commission against WMCA, New York, with reference to which the Commission on March 1, 1937, ruled that the "broadcasting of play-by-play descriptions and scores of baseball games without the consent and authority of either the league or the stations was deemed to be a violation of the spirit of Section 325 of the Communications Act of 1934 and Rule 177 of the Rules and Regulations of the Commission with reference to rebroadcasting."

Hopkins Makes Reply

James F. Hopkins, president of WJBK, declared July 28 that he regarded the protest as an obvious "attempt to control the broadcasting of news." He said the League was using the "piracy charge" as a "smoke screen to obscure the real issue."

"WJBK has never obtained information for its baseball broadcasts in any manner that violates FCC rules nor will it ever do so," Mr. Hopkins added. "Because the American League has a recording of our broadcasts and that of another station and because we follow by a quarter of a minute or so they have falsely arrived at the conclusion that we are pirating. The station also carries a description of the games played in New York where there is no broadcasting allowed. Obviously there can be no pirating there. From other cities as from New York we receive the information for our broadcasts by wire without the use of a radio receiver and no one can prove otherwise."

Uridge Heads WJR Sales

Mr. Uridge

OWEN F. URIDGE, for the last year Detroit sales manager for Radio Sales Inc., CBS subsidiary, on July 15 returned to WJR, Detroit, as sales manager, filling the vacancy created by the resignation last spring of Lewis Allen Weiss, general manager of the Don Lee Broadcasting System. Mr. Uridge takes over duties which Leo J. Fitzpatrick, veteran WJR manager, had added to his own. Mr. Uridge has been in radio since 1926 and his present position marks his third connection with WJR. He started with WAFD, now defunct local, and joined WJR in 1928. Two years later he went to WGHP as assistant sales manager, and remained until that station became WXYZ. He returned to WJR in 1930 but left to join CBS.

Western Union Petition Of WJBK to Be Heard

CONSIDERATION by the FCC of the complaint of WJBK, Detroit, against Western Union, dealing with the latter's refusal to furnish it with play-by-play ticker reports on baseball games of the Detroit American League Club, was assured July 19 when the FCC Telegraph Division notified the complainant that it had "accepted" the petition. Western Union was given 30 days within which to satisfy the complaint or file its answer.

WJBK filed its former complaint July 8, asking that the telegraph company, as a common carrier, be required to supply it with service. It was the third effort of WJBK to procure action. Last May it filed simultaneously with the FCC and with the courts in Detroit petitions for relief. The court denied mandamus proceedings and the Telegraph Division afterwards notified the station it would not take action on the basis of the informal complaint.

Bans Grid Sponsors

FOLLOWING the policy it adopted two years ago, WGN, Chicago, will once more during the 1937 football season present its games, all of which will be fed to the Mutual Network, without sponsorship and with Manager Quin Ryan at the microphone. WGN has already drawn up its schedule, which starts Oct. 2 and ends Nov. 27 and includes five games in which Notre Dame or Northwestern are competing.

OCTOPUS—Carl Mack, of WJAY, Cleveland, ended his 15-minute under-water date with an octopus right on the nose, and also got a gallon of water around his nose when the diving suit's headgear sprung a leak while he was submerged. Mack kept the 20-foot man-eater under control by shaking a few adjectives from a salt-shaker microphone on some of the octopus' tails. The stunt was staged at the Great Lakes Exposition.

Chesterfield Football

LIGGETT & MYERS TOBACCO Co., New York, will sponsor Eddie Dooley in a series of football forecasts and post mortems on a coast-to-coast CBS network beginning September 16 and continuing through the football season. Programs, which will advertise Chesterfield cigarettes, are scheduled for 6:30-6:45 p.m. Thursdays and Saturdays, which means that the Paul Douglas sports summaries which the company has sponsored during the baseball season on CBS six nights weekly from 6:35 to 6:45 will be eliminated on these two nights at least. Client says that no decision has been made about the other nights, but as the contract for the Douglas series ends at that time the probability is that it will be dropped during the fall. Summer series on 67 stations did not include the mountain or Pacific states, while football series will cover the country. Newell-Emmett Co. Inc., New York, handles the Chesterfield advertising.

Radio Aids Baseball

AUGUST 3 will be Radio Appreciation Night at Ruppert Stadium in Newark. Earl Harper, who arranged the event in connection with his broadcasts of the games of the Newark ball club on WNEW, New York, will go on the air a half-hour before game time that evening and will act as master of ceremonies of a special vaudeville show to be performed on the field, between the pitcher's box and home plate. Fans who have been listening to Harper's broadcasts are urged to come out this night and a crowd of 20,000 is expected. This year has seen an 800% increase over last year in feminine attendance at the games when they are not broadcast.

Grid Sponsorship Plans Take Shape

Northwestern Railway Signs; Atlantic, Socony Expand

CHICAGO & NORTHWESTERN Railway, Chicago, will sponsor both home and away games of Northwestern University over WJJD, Chicago, for the second successive year, it was announced in late July as plans for football sponsorship took shape. In addition to Russ Hodges and Norman Ross, the regular WJJD announcers, famous gridiron personalities will appear as guest commentators. Caples & Co., Chicago, is agency.

Socony-Vacuum Oil Co., New York (Mobilgas and Mobiloil) is still considering sponsorship of Northwestern games over WBBM. The oil firm sponsored the games over WBBM last year. J. Stirling Getchell Inc., New York, is the agency. Socony also will sponsor the nine Yale games on 15 Yankee network stations.

More Atlantic Games

KYW, Philadelphia, will broadcast under sponsorship of Atlantic Refining Co., a play-by-play description of all Villanova football games during the 1937 season both at home and away and will make all the pickups.

N. W. Ayer & Son Inc., handles the account with Thomas J. McDermott in charge.

University of Pennsylvania home football games for the second consecutive year will be sponsored by the Atlantic Refining Co. on WCAU, Philadelphia and an independent network. N. W. Ayer & Son Inc., is agency. WCAU will feed the six home games to WHP, WCBA, WKOK, WBRE, WGBI and WPG. WBAL, Baltimore, will broadcast two of the Penn games, Maryland on Oct. 2 and Navy on Oct. 30. The traditional Thanksgiving game with Cornell will add four extra stations, WOR, WTIC, WTAG and WJAR.

Curtis Buys Out KFRO

TRANSFER of 50% stockholdings in Voice of Longview, operator of KFRO, Longview, Tex., from Rogers Lacy to James R. Curtis, is sought in an application filed with the FCC. Mr. Curtis now owns the other 50%. With the filing of the application, Mr. Curtis announced that he was withdrawing from the practice of law in Longview and will devote his full time to the management of KFRO. Mr. Curtis in July was elected president of the Longview Chamber of Commerce for the 1937-38 term.

Lydia Pinkham Plans

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will launch an advertising campaign in September, placed through Erwin, Wasey & Co. Inc., New York, now that the Supreme Court of Massachusetts has ruled in favor of the Pinkhams and against the Goves in the fight for control of the company. Radio will undoubtedly be used, but definite plans have not been made.

XUM

For Listeners— for Advertisers

This advertisement appeared in the DOWNTOWN SHOPPING NEWS, June 10, 1937.

Join The WLS
"TALL STORY CLUB"
Saturday Nite
10:00—10:30
Sponsored by the makers of
Kentucky Club Pipe Tobacco
Join the WLS "Tall Story Club," featuring Pokey Martin and a great array of your WLS favorites, each Saturday from 10:00-10:30 P.M.—sponsored by the makers of Kentucky Club.
Gather 'round your radio this Saturday for 30 ... of fun, laughs and entertainment with ... "TALL STORY CLUB."
... laugh out loud ... Martin in his
6:45 Morning Devotions, conducted by Jack Holden, assisted by Bill O'Connor and Ralph Emerson.
7:00—Mon., Wed., Fri. — Pokey Martin and Arkie. (McConnon)
Tues., Thurs.—Chuck, Ray & Christine.
7:15 News Report—Julian Bentley; Booking Announcements.
7:30—Jolly Joe's Pet Pals Club. (Coco-Wheats Tues., Thurs., Sat.)
7:45 Don & Helen.
8:00 NBC—Mary Martin. (Ivory)
8:30 NBC—Pepper Young's Family. (Camay)
8:45 Mon., Wed., Fri.—Hilltoppers.
Tues., Thurs., Sat. — The Hilltoppers. (ABC Washers & Ironers)
9:00 NBC—The O'Neills. (Ivory)
9:15 NBC—Personal Column of the Air. (Chipso)
Tues., Thurs.—Chuck, Ray & Christine.
7:15—News Report—Julian Bentley; Booking Announcements.
7:30—Jolly Joe's Pet Pals Club. (Coco-Wheats —Tues., Thurs., Sat.)
7:45—Don & Helen.
8:00—NBC—Mary Marlin. (Ivory)
8:15—NBC—Ma Perkins. (Oxydol)
8:30—NBC—Pepper Young's Family. (Camay)
8:45—Mon., Wed., Fri.—Evelyn & Hilltoppers.
Tues., Thurs., Sat.—The Hilltoppers. (ABC Washers & Ironers)
9:00—NBC—The O'Neills. (Ivory)
9:15—NBC—Personal Column of the Air.
9:30—NBC—Vic and Sade. (Crisco)
9:45—NBC—Edward McHugh, Gospel Singer.
10:00—Jim Poole's Mid-Morning Chicago Cattle Hog and Sheep Market direct from the Union Stock Yards. (Chicago Livestock Ex.)
10:05—Poultry and Dressed Veal Market, But...
10:15—Fri.—"How I M... (Armand)
10:30—Ralph Emerson,
10:45—Melody Parade - Germanich. (ex. Tue...
Tues.—Don & Helen
11:00—Mon., Wed.—Fr... (Downtown Shopping...
Tues.—"How I Met ...
Thurs.—Don & Hele...
Fri.—"Big City Para... ping News)
11:15—Mon., Wed., Fr...
beam. (Northwestern...
Tues.—"Memories a... Ralph Emerson.
Thurs.—Henry Burr ...
11:30—Fruit and Veget... Bookings.
11:40—News Report—Ju...

These are examples of program listings which appear in each issue of PRAIRIE FARMER, left, and STAND BY, below.

- ANOTHER PLUS SERVICE ACCORDED ALL WLS ADVERTISERS is the promotion and advertising of their programs in associated and affiliated publications having a monthly circulation of more than 7,000,000 readers.
- PRAIRIE FARMER—reaching bi-weekly over 300,000 in the WLS primary area—contains a FULL PAGE listing WLS programs and sponsors.
- STAND BY, the WLS radio weekly, read in over 90,000 metropolitan and urban homes, carries a DOUBLE SPREAD publicizing WLS programs and advertisers.
- Space is utilized each issue of DOWNTOWN SHOPPING NEWS —reaching over 815,000 selected buyers in metropolitan Chicago—to publicize individually a WLS advertiser—the time of his program —the talent—and his product.
- In addition, newspapers in the WLS area ask WLS for program listings as a service to their readers.

WLS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: JOHN BLAIR and COMPANY

KOY THE VOICE of ARIZONA
1000 WATTS
DAY and NIGHT
CBS Affiliate
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

Survey Is Sought Of Public Service

Industry Should Appraise Its Achievements, Says Lafount

Mr. Lafount

SUGGESTION that the broadcasting industry take stock periodically of the character of service it is rendering in the "public service" field was made to the NAB July 23 by Harold A. Lafount, former member of the Radio Commission and now associated with the Arde Bulova station interests.

Alluding to the address of FCC Broadcast Division Chairman Sykes at the recent NAB convention in Chicago, in which the public service obligation of stations was stressed, Mr. Lafount in a letter to the NAB, asserted stations should be in a better position to improve their service through regular "inventories" of their program offerings. He advocated creation of a committee to study and report on the subject, and ascertain, among other things, how many broadcast hours are devoted to public service activities for which stations receive no remuneration.

Public Service Obligation

"As a member of the NAB," he wrote, "I was deeply impressed by the address of Judge Sykes before the recent convention of the NAB in Chicago." He emphasized particularly that stations must not forget their public service obligation, under the "public interest, convenience and necessity" clause of the Communications Act of 1934.

"It seems to me that the subject matter of Judge Sykes' speech and the significance of certain statements he made demand prompt and intelligent consideration by the broadcasters of the nation," he wrote.

Mr. Lafount pointed out that under the present system, commercial sponsorship is permitted, but not to the exclusion of public service. "We all are aware," he continued, "of the excellent service the broadcasting industry is rendering in its day-by-day operations which do not fall in the category of purely commercial operations. But an inventory has never been taken, as far as I am aware, of this type of service.

"Therefore, I respectfully suggest that the Association's board of directors give due consideration to an intelligent study of this whole question, and take steps to catalogue the work being done in the public service category. By making such an appraisal, broadcasters would be in the position to coordinate their efforts in such fashion as to improve the level of that service, and at the same time have readily available information of a nature that would answer the questions constantly being raised regarding the functioning of the industry.

"It is an established and recognized fact that all stations are rendering a distinct public service. However, it is reasonable to assume that improvements can be made. It is the constant effort of the industry to make such improvements. It can be done most effectively if the industry takes stock of its operations periodically."

ANOTHER MODEL — This is the dream house built by WRVA, Richmond, which developed into a nice source of revenue as well as a good promotion scheme. Among participating clients, were Matt P. Will, builder; Columbia Furniture Co.; Jones & Rucker, realtors; Norge dealers; C. C. Gerhardt, tile; Tomlinson Co., plumbing.

Popular Brands Test

POPULAR BRANDS Inc., New York, a new company, has started a 10-week test campaign for Pop, a soapless dishwashing product, on WSYR, Syracuse, using daily spot announcements and participation in the *Edwards Cooking School* program. A similar campaign is planned for WNBF, Binghamton, but the schedule is not yet set. Newspapers will also be used in these cities during the test period. Campaign is being directed by Tracy - Locke - Dawson Inc., New York.

PROGRAM NATURAL

New Interview Series With Woman-in-Home

WHEN it thought that the man-in-the-street was losing his program appeal, KWK, St. Louis, devised interviews with the woman-in-her-home. The plan of the program is simply this: An apartment building large enough to furnish a number of interviews is selected and two families are visited each morning. Questions range from household and budget problems to the care of children and the choice of movies. Spontaneous and unrehearsed, the interviews are full of natural mistakes and snappy comebacks that make a delightful departure from rehearsed script shows. *The Apartment House Interviews* is a natural for commercial sponsorship, for an answer to a leading question may be followed easily and unobjectionably by a commercial plug. Then, too, the programs is aired in the morning when the audience is almost entirely female and women buy 85% of the nation's goods. Moreover, talent costs are practically nil, for women like to talk and get a thrill out of broadcasting. According to Ray Dady, studio supervisor of KWK and producer of the show, *Apartment House Interviews* builds good-will galore and is the answer to a sponsor's prayers. Six days after an offer of the announcer's picture had been made requests totaled 1,650.

NOVEL QUESTION-ANSWER PROGRAM

KSTP 'Umbrella Court' Uses Extensive Array of Promotion Stunts to Draw Audience

FOR MORE than 35 weeks *Umbrella Court* has been broadcast on KSTP, St. Paul, and week by week its popularity has increased, according to Kenneth M. Hance, assistant general manager. Produced by Bob Barclay, promotion manager of the *Minneapolis Journal*, the program is of the question-and-answer variety.

Into an opened and inverted umbrella suspended from the studio ceiling are poured the questions for each broadcast and "witnesses" draw a question and try to answer it. If they fail to answer correctly they receive a "Bronx cheer," but if their answer is correct a siren screams and in the order of their scores the winners receive $10, $5, $3, $2 and $1 each Saturday evening as the program is aired from 6:30-7.

The questions used in *Umbrella Court* relate solely to topics of local interest to residents of Minneapolis and the Northwest. Little known facts of local history, business and social happenings are highlighted and so far over 12,000 questions have been used. When the series began "witnesses" were subpoenaed on a court form patterned after a legal summons. When witnesses failed to appear their names were read on the program, accompanied derisively by the sound effect of a cackling hen. At present so many witnesses appear that the docket is full for months to come.

In its origin, *Umbrella Court* was used exclusively to promote the sales of the *Minneapolis Journal*. Questions were framed so that any regular reader of the paper could answer them. Later, when the program's popularity was assured, civic, fraternal and business clubs clamored for productions of the show at luncheons. This led to the printing of a game called *Umbrella Court* with questions and answers and rules given to persons who sent in three coupons from the *Journal*. The first printing of 5,000 has been exhausted and a second printing is under way. In a recent survey of the students at Minnesota U, *Umbrella Court* was voted the most popular local show on the air, according to KSTP.

WNBR Now WMPS

CHANGE in the call letters of WNBR, Memphis, to WMPS, effective Aug. 1 was announced July 26 by Jack Howard, president of Scripps-Howard Radio Inc., which is identified with the operation of the station. Simultaneously it was announced that an application had been filed with the FCC requesting approval of the sale of the stock of the Memphis Broadcasting Co., operating WNBR, to the *Memphis Press - Scimitar*, Scripps - Howard newspaper, by the *Memphis Commercial Appeal*. The latter newspaper, along with WNBR and WMC, Memphis, were purchased as a unit by Scripps-Howard several months ago, with WMC, however, licensed in the name of the *Commercial Appeal*.

BRITISH Broadcasting Corp. on Aug. 23 will begin its third one-hour television broadcast period per day, 11:30 a. m. to 12:30 p. m.

WAGA IN ATLANTA GOES ON AIR AUG. 1

Mr. Swicegood

ADOPTING the slogan "NBC Blue Ribbon Station" because it becomes a supplementary outlet of that network on its inaugural day, the new WAGA, Atlanta, goes on the air Aug. 1 under the managership of Jess Swicegood onetime engineer of WSB, Atlanta, lately with other Georgia stations, who has mustered his complete staff. At the same time it was announced that WAGA, like its parent station, will be represented in the national field by Edward Petry & Co.

Mr. Swicegood listed the personnel of WAGA as follows: Earle Pudney, program director; Chesta Fulmer, continuity; Chick Wilson and Jack Hammette, salesmen; Douglas Edwards, chief news announcer; John Minter and Paul Overbay, announcers; Cliff Hanson, formerly of WSPR, Springfield, Mass., chief engineer; Ivan Miles, M. F. Adams Jr. and Vernon Cheek, engineers; Frances Summer and Elizabeth Wicker, receptionists.

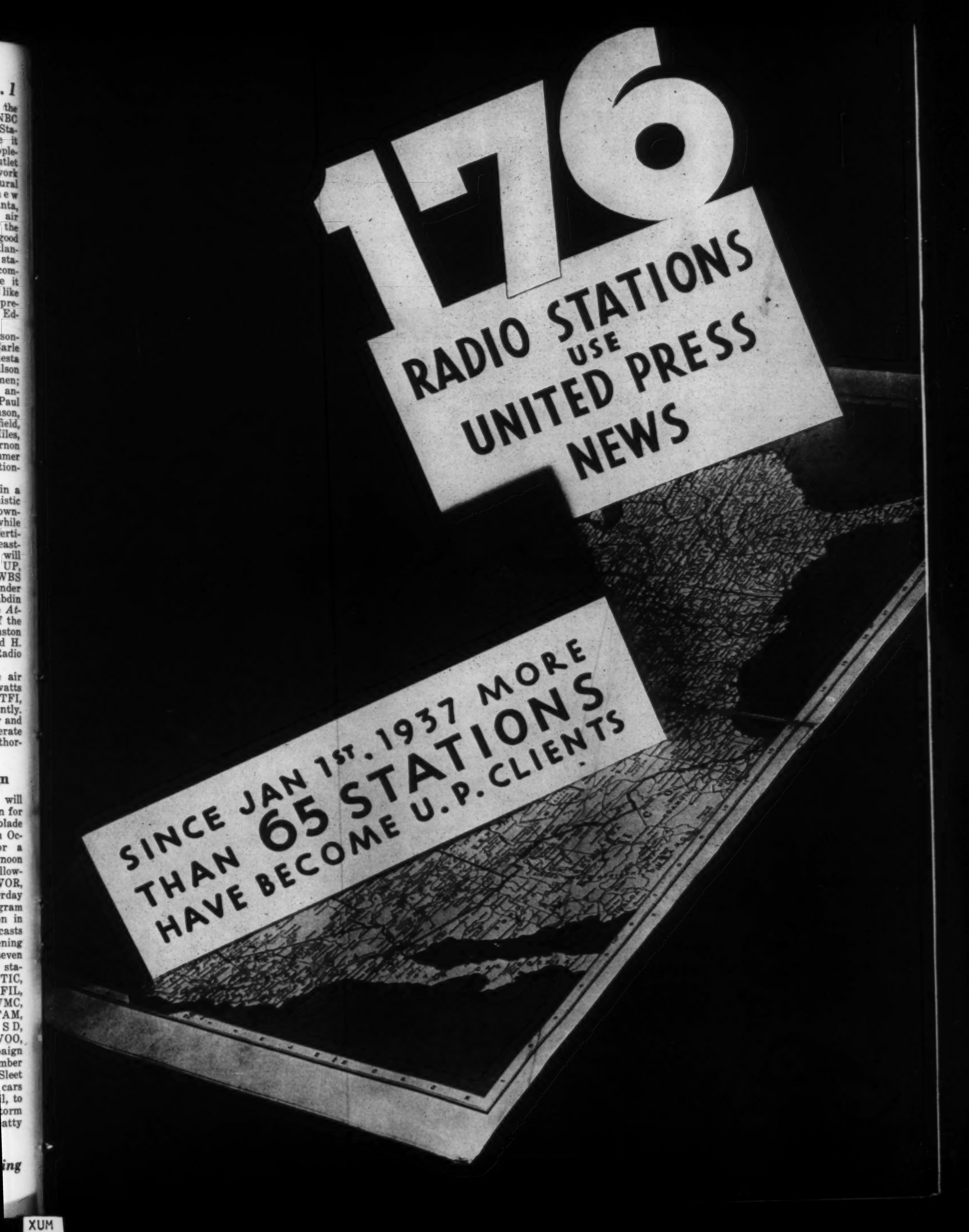
The station's studios, done in a blue color scheme and modernistic in design, are located in the downtown Western Union Bldg., while its transmitter and 375-foot vertical radiator are located in the eastern part of the city. WAGA will feature news broadcasts, using UP, and has subscribed to the WBS library service. It will be under the general direction of Lambdin Kay, WSB manager, since the *Atlanta Journal* is 40% owner of the station, with Norman K. Winston of New York owning 50% and H. A. Lafount, former Federal Radio Commissioner, 10%.

With WAGA going on the air with 1,000 watts day and 500 watts night, on 1450 kc., the old WTFI, Athens, Ga., signs off permanently. WTFI was purchased last year and its removal into Atlanta to operate under the new call letters authorized by the FCC.

Sleet Master Campaign

ANDERSON Co., Gary, Ind., will launch a three-month campaign for Sleet Master, a sleet-clearing blade for windshield wipers, early in October. Company will sponsor a quarter-hour Saturday afternoon news broadcast immediately following the football games on WOR, Newark; a 15-minute Saturday evening football summary program on WIND, Gary; participation in the *Heinie's Grenadiers* broadcasts on WTMJ, Milwaukee, and evening weather reports from five to seven days a week on the following stations: WNAC, WEAN, WTIC, WOKO, KDKA, WHAM, WFIL, WFBR, WRC, WRVA, WMC, WGN, WFBM, WJR, WTAM, WCKY, WTCN, WHO, KSD, KMBC, KFAB, KOA, KVOO, WFAA, KTHS, WKY. Campaign will continue through December urging motorists to put a Sleet Master in the pockets of their cars when they change to winter oil, to be protected when a sleet storm comes along. Schwab & Beatty Inc., New York, is in charge.

XUM


176
RADIO STATIONS
USE
UNITED PRESS
NEWS
SINCE JAN 1ST. 1937 MORE
THAN 65 STATIONS
HAVE BECOME U.P. CLIENTS

Davis, Page Form Engineering Firm

Consultant and FCC Broadcast Engineer Start Business

Mr. Davis

FORMATION of the consulting engineering firm of Page & Davis by E. C. Page, consulting engineer of Evanston, Ill., and George C. Davis, broadcast engineer of the FCC, was announced Aug. 1, coincident with the resignation of Mr. Davis from the FCC.

The new firm will begin functioning Sept. 1 with headquarters in the Munsey Bldg., Washington. Mr. Page also will retain his office in Evanston, where he has been a consultant for the last five years.

The firm will handle a general radio consulting practice including allocation and hearing work before the FCC and field survey work, in which Mr. Page has specialized for several years. Equipment for field surveys will be augmented and two survey cars will be at the disposal of the firm.

Government Activity

For the last two years Mr. Davis has handled practically all of the Broadcast hearing work for the FCC Broadcast Section under assistant Chief Engineer Andrew D. Ring. While he leaves the FCC Aug. 1, he will not join the firm until a month later during which time he will be on annual leave from the government.

Mr. Davis has been in the government radio service since 1929, when he joined the Radio Division of the Department of Commerce, which then served as the field section in radio regulatory operations. He was transferred to the FCC Broadcast Section in June, 1935, and since then has specialized in allocations and hearing work. He is a graduate of Drexel Institute of Technology in Philadelphia and is 31 years old. After leaving school he was employed in the laboratories of RCA Victor at Camden and left that company to become a government radio inspector in Philadelphia. He has also served in Grand Island, Neb., and in the Baltimore field offices of the government service. All told he has testified in some 500 docket cases since beginning the assignment of hearing engineer and has been subjected to cross-examinations by practically all attorneys in practice before the FCC Broadcast Division.

Mr. Page, a veteran engineer, is well known in the consulting field by his private practice during the last five years.

Mr. Page began in practical radio work in 1919 as an operator for the American-Marconi Co., before the advent of RCA. He has worked in all phases of radio operation and development. In 1924 he was an engineer on WTAS, Elgin, Ill., which station subsequently was moved to Chicago as WGN. The following year he built WBBM, Chicago, and in 1927 became chief engineer of WEBH, Chicago. Mr. Page entered consulting practice in 1929 with E. A. Beane in Chicago and in 1932 entered practice for himself.

WRNL to Take the Air In Richmond Soon With Present Staff of WPHR

Modernistic Home of New WRNL

WHEN the new WRNL, Richmond, goes on the air some time in September, the nucleus of its staff will comprise the present staff of WPHR, Petersburg, Va., the FCC having authorized the purchase and removal of the latter station into the capital city of Virginia where it will be operated in conjunction with the *Richmond News-Leader* under the new call letters. Its managing director will be Earl Sowers, who is now supervising the installation of the station.

Operating with 500 watts daytime on 880 kc., the new station is being equipped with Western Electric equipment and a 280-foot Blaw-Knox vertical radiator. Its studios will be located on the second floor of the *News Leader* Arcade in downtown Richmond. The modernistic transmitter house will be of brick glass and concrete construction with an exterior of white stucco.

Licensee of the station is WLBG Inc., whose stock was purchased last year by John Stewart Bryan, publisher of the *Richmond News-Leader*; Tennant Bryan, his son, who is managing editor of the newspaper, and Douglas Freeman, editor. The FCC has been asked to increase its power to 1,000 watts with full time, and the same group have filed an application for authority to erect a new local station in Petersburg to replace WPHR.

New California Outlet

OWNED jointly by four California dailies, the new KTKC, 250-watt daytime station on 1190 kc. at Visalia, Cal., authorized last January by the FCC, went on the air July 18 equipped with a Western Electric transmitter, RCA speech input and a 195-foot shunted type antenna. J. E. Burrell, who supervised the construction of KYOS, Merced, and KHUB, Watsonville, other new California locals, handled the installation. General manager of the station is Charles A. Whitmore, president of Tulare-Kings Counties Radio Associates, the licensees, and 37½% owner. He is also publisher of the *Visalia Times-Delta*. The station will feature daily newscasts by Art Primm direct from the newsroom of the newspapers whose publishers own it, namely, the *Visalia Times-Delta* and *Morning Delta, Porterville Recorder* (25%), *Tulare Advance Register & Times* (25%) and *Hanford Sentinel* and *Journal* (12½%).

KOKO on Full Schedule

THE THIRD of a three-unit Colorado group of stations is now in operation with KOKO, La Junta, authorized last January by the FCC, operating on full schedule, according to Leonard E. Wilson, 60% stockholder in the Southwest Broadcasting Co. and manager of the station. KOKO operates with 100 watts on 1370 kc. Its staff includes C. R. Anderson, H. D. Woodruff, Ralph W. Rea and R. W. Miller. It is RCA equipped throughout and uses a 200-foot Blaw-Knox vertical radiator. Sister stations are KGIW, Alamosa, owned by Mr. Wilson, and KIDW, Lamar, of which Mr. Wilson is 60% owner. His associates in La Junta are Charles T. Miller, 35% stockholder, and O. C. Samuel, 5%.

WHIP at Hammond, Ind. Installs Equipment and Will Soon Go on the Air

WHIP, new 5,000-watt daytime station in Hammond, Ind., authorized last year by the FCC, which will open Sept. 1 or 15, is planning Chicago studios in addition to the new Hammond studios in the Lincoln Life Building which will house both WHIP and its 100-watt sister station, WWAE.

Personnel for the new station has not yet been chosen, although a total of 40 people are planned for the staffs of the two stations with 25 of this group to be with WHIP. Dr. George F. Courrier is president and general manager of the Hammond-Calumet Broadcasting Corp., licensees of WHIP-WWAE, Doris Keane is secretary-treasurer and managing director, and O. E. Richardson, formerly Chicago sales chief for Graybar, is general manager in charge of the business and engineering division. Chief engineer of the two stations is Mike Schradermeir. Stanley Corley will be chief announcer.

Van Cronkhite Associates Inc., Chicago, has been appointed sales representatives of WHIP-WWAE. The Van Cronkhite firm will handle the merchandising activities of the station and will take charge of news broadcasts.

All of the equipment for the station is now being installed. The transmitter, located in the northern city limits of Hammond, will be standard Western Electric with a 110-A volume booster amplifier. In the studios will be RCA speech equipment and RCA 33 1/3 and 78 turntables, both vertical and lateral. The antenna system comprises three Lehigh towers, each 300 feet high with a base spread of only 12 feet.

WNAX Buyers File Papers

ARTICLES of incorporation for South Dakota Broadcasting Co., Yankton, S. D., have been filed with the Secretary of State of South Dakota, with an authorized capitalization of $500,000. Incorporators are Luther L. Hill, Gardner Cowles Jr., John Cowles, and Fred Little, all of Des Moines, and M. Q. Sharp, Kennebec, S. D. The corporation recently filed an application with the FCC for authority to purchase WNAX, Yankton, from Charles H. Gurney [BROADCASTING, July 15.].

Uniontown, Pa., Station Dedicated and Operates On a 12-Hour Schedule

WITH Congressman Buell Snyder and FCC Attorney David Deibler as speakers, the dedication of WMBS, Uniontown, Pa., new 250-watt daytime station on 1420 kc. authorized last March by the FCC, took place July 15 and the station is now on a 6 a. m. to 6 p. m. daily schedule. Manager is Joseph C. Burwell, president of the Fayette Broadcasting Co., with Kenneth M. Meredith as chief engineer; Charles Affelder, formerly with WWSW, Pittsburgh, and WGBI, Scranton, engineer; Clifford Gorsuch, formerly with WWSW, engineer; Michael E. Slagel, formerly with Dunn & Bradstreet, commercial manager; Lou Bennett, formerly with WMMN, Fairmount, WFBM, Indianapolis, WCSH, Charleston, and XERA, Mexico, production manager; Sullivan Sages, program director.

Other members of the staff include Ralph Schulze, continuity writer; Charles Underwood, formerly of WWSW and KQV, Pittsburgh, announcer; Harry Burwell, announcer; Jane Sincock, announcer; Sally Crow, secretary; Carl Anstine, organist; Mary Lucius, hostess.

The station is equipped with an RCA transmitter and WE salt-shaker microphones and uses a vertical radiator located on the old Army radio station site near Burgess Field. Mr. Burwell is 20% owner of the station, and 20% of the stock is held each by Harry A. Cotton, judge of the Fayette County Common Pleas Court; Jacob H. Echard, superintendent of the Pennsylvania State Highway Department; Edward Dumbauld, attorney, and W. Russell Carr, attorney.

Staff Lineup of WGTM

GOING on the air July 18 as one of the first of the 31 new stations authorized so far this year by the FCC to begin operation, the new WGTM, Wilson, N. C., licensed to H. W. Wilson and Ben Farmer, its directors, announces the appointment of Allen Wannamaker, formerly with CBS-WJSV in Washington and WBIG, Greensboro, N. C., as commercial manager. The remainder of the staff includes Jimmy Riser, formerly with WJEJ, Hagerstown, Md., and WBIG, sports and news announcer; Billy Stedman, formerly with WSPA, Spartanburg, S. C., chief engineer; Miss Clyde Lee, Florence, S. C., and Miss Edna Stalling, Wilson, pianists and organists. The station operates with 100 watts daytime on 1310 kc.

Would Transfer WKOK

TRANSFER of the control of WKOK, Sunbury, Pa., from the *Sunbury Item* to individual stockholders is sought in an application filed with the FCC July 21. Where now the newspaper owns 73% of the Sunbury Broadcasting Co., it is proposed that the controlling shares of common stock be issued to Harry H. Haddon, the publisher; Basse A. Beck, the newspaper's general manager and the station director, and George W. Beck.

XUM

The MID-SOUTH CELEBRATES
WREC popular choice of 3 States to BROADCAST THE PARTIES

IT'S FESTIVAL TIME IN THE MID-SOUTH. Prosperity has fired the imagination of the people! They are celebrating . . . 8 big parties in Tennessee, Arkansas and Mississippi. WREC, the Voice of Memphis, is the exclusive Radio voice chosen to herald the approach and broadcast the festivities of these parties.

Choose WREC—the FIRST-choice station—to sell this rich Agricultural and Industrial area for you . . . a BIG market . . . a ½-Billion-Dollar Market . . . the 17th Wholesale Market of the United States.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Benefits of American System Are Cited in Federal Report

But National Resources Committee Does Not Offer Recommendation on the Control of Television

IN A REPORT to President Roosevelt on *Technological Trends and National Policy*, the National Resources Committee on July 19 upheld the American Plan of broadcasting as the "almost inevitable" result of a growth based on serving the public in a democracy where initiative and freedom of speech are fundamental.

But after reviewing the social blessings that broadcasting has brought under private ownership, the Committee suggests that visual broadcasting will raise a fundamental question of national policy and it leaves unanswered its own question "Who shall control television?"

Whatever body wields such power, said the Committee, "might conceivably be able in time to undermine all opposition. The question is evidently raised whether the control should be in the hands of private capital, presumably under government supervision, or under direct government management and control."

In its bulky 388-page report, the Committee takes up the social implications of new inventions and discusses various technological trends from this angle. Considerable space is given in various portions of the report to broadcasting and television. The full report can be obtained for $1 from the Government Printing Office.

Like many official reports, this one involves a time lag. In a discussion of television, for example, the statement is made that Great Britain is planning to start television service in 1936, indicating that portions of the report were drawn up at least a year ago, since the service is already under way.

Social Implications

Discussing the social effects of inventions, a chapter prepared by S. C. Gilfillan, formerly of Chicago Museum of Science & Industry, devotes much attention to television. He says the main impact of television will be to intensify the social effects which broadcasting already is producing. The most popular type of visual broadcast entertainment will be the drama, he predicts. The motion picture industry will feel television's effects, he observes, but producers are not likely to suffer as much as exhibitors "since it is likely that most television programs will be recorded as talking pictures before being broadcast."

Advertisers will be cautious in their televised programs to avoid giving offense to prospective customers, the chapter says, and proceeds with a discussion of television's possibilities in political campaigns. Powerful firms with large advertising budgets are likely to have the advantage in use of visual programs, it is explained, because of the limited number of frequencies available.

This limitation also is viewed as affecting the use which newspapers will make of television and radio phototelegraphy. Facsimile, it is predicted, can be used for news bulletins to supplement oral broadcasts, while broadcasts of pictorial news right from the scene will afford a "striking innovation." Transmission of whole newspapers or parts of newspapers from chain newspaper headquarters is expected to "have the effect of strengthening metropolitan and chain newspaper influence."

Standardization of mechanical aspects of television on an improvable basis is described as one of the problems to be considered so that equipment will not become obsolete with each improvement and so that mass production can reduce cost of making and servicing sets. Eventual standardization should be international, it is proposed. The patent situation will present problems, it is suggested, but the monopoly and cooperation now existing are viewed as paving the way for pooling satisfactory to the public interest.

FCC Writes Section

An entire section of the Committee's report is devoted to communications, and was prepared by a committee consisting of T. A. M. Craven, FCC chief engineer; E. K. Jett and Andrew D. Ring, assistant chief engineers; Gerald C. Gross, chief of international section; John J. Hassler, of the FCC telephone investigation staff.

New developments in visual and aural broadcasting will speed up ordinary life and business, it is stated in the introduction to the communications section, and "will affect certain existing industries, such as the motion picture, the newspaper, advertising, and the existing telegraph, telephone, and radio systems of the country. The effect of these developments upon the industry and their consequent effect upon commercial activities in every walk of business life, requires modifications of economic views which exist today.

"In education, the application of these modern methods of communication may well effect a complete change in methods of educating not only the child and the adult but also the entire public. The new communication development may also revolutionize the present school systems of the country.

"Broadcasting is today an integral part of the everyday life of most people in the United States. It brings to the fireside finer entertainment than has heretofore been available to the average individual. This entertainment includes comedy, drama, popular music, and concert music. The gaining interest in classical musical programs is evidenced by the hearty response to the Sunday evening classical hours. Sports have an important place on the program schedules of most stations, particularly during the baseball and football seasons.

"In this respect it has the effect of clarifying the thought of people on current topics and speeding their decisions in national problems. It is possible today to present to a nation within a few minutes through the medium of broadcasting information and discussions which would have been utterly impossible 15 years ago. This fact has a very striking effect upon the mobility of thought and opinion."

KLZ NEWS—In the lobby of a downtown hotel, KLZ, Denver, has installed a bulletin board on which is posted news hot off the wires. The bulletins are changed five times a day on schedule, supplemented by important flashes.

Power of Broadcasting

The radio with its increasingly permanent place in the home has a unifying effect within that home and it is thought by many that it may be responsible, to some extent, for counteracting the effect upon American home life which has been produced by the automobile, says the report. Further excerpts follow:

Broadcasting, with its direct personal appeal, its easy and ingratiating entrance into the home, is in short the most effective and can be the most formidable means of mass communication which man has yet had the privilege of using.

It has provided a new field for many already established electrical manufacturers and for the establishment of other manufacturing industries for the production of radio transmitters, receivers, tubes, and associated equipment. Broadcasting has produced a new group of retail organizations which employ salesmen and technicians for the purpose of selling and servicing receivers.

There are, in addition, many independent technicians who gain a livelihood through the servicing of receivers. Broadcasting has provided a new field of employment in the operation of the physical equipment and the preparation and presentation of programs for broadcast stations.

Taken as a whole, the present-day broadcast receiver is a very satisfactory instrument which has attained a fairly high degree of perfection. Major changes in its construction and mode of operation are not anticipated. Changes when made will be more of the order of refinements than radical improvements.

Recent use of directional antennas for the purpose of limiting the amount of energy transmitted in any direction in order to protect other stations on the same adjacent frequencies from undue interference or to enable a station to better serve a city or other populous area from a given location has produced gratifying results.

It is expected that among other improvements in transmission will be the use of greater power to provide a more favorable signal to noise ratio.

Recent studies of the propagation characteristics of radio waves indicate the desirability of using certain of the very high frequencies to secure limited local coverage for certain services.

The system of pickup, transmission, reception and reproduction required for television is necessarily complex. There are many different systems and many phases of the subject being studied by the various laboratories of the world. It is desirable that before any system of transmission be standardized for use in a country that the organization doing the standardizing, whether it be commercial or governmental, be satisfied that the system under consideration is the best available, that it is adaptable to continual improvement without rendering existing equiment obsolete and that all organizations wishing to transmit television signals will employ the standard system.

Television will be a reality in the United States when it appears that a system has been evolved which meets these requirements and that there is a sufficient public interest and support to warrant the establishment of stations to broadcast television programs. One of the limitations which exists today in providing a nationwide broadcasting service in the United States is the lack of available channels to accommodate television because each such station requires a very large portion of the radio spectrum; for example, 600 times that required by the ordinary aural broadcasting station.

Another limitation lies in the apparent inefficacy of the ultra-high frequencies (where space can more easily be provided) for long-distance transmission and hence, there is some grave doubt as to whether television of high quality can be provided for rural areas in this country at a reasonable cost.

There is also some doubt as to whether the low frequencies which are already being used by existing services other than television will be suitable for rendering adequate television service to rural areas even though it be television of low definition. In any event, if rural areas were to be given low definition television and urban areas high definition television, it is certain there would exist economic and other problems in the production of two types of receivers and a certain amount of discrimination. Thus it appears necessary to concentrate television development or means which will enable the occupancy of smaller space in the ether, cheaper costs and methods enabling the standardization of transmission for both urban and rural areas.

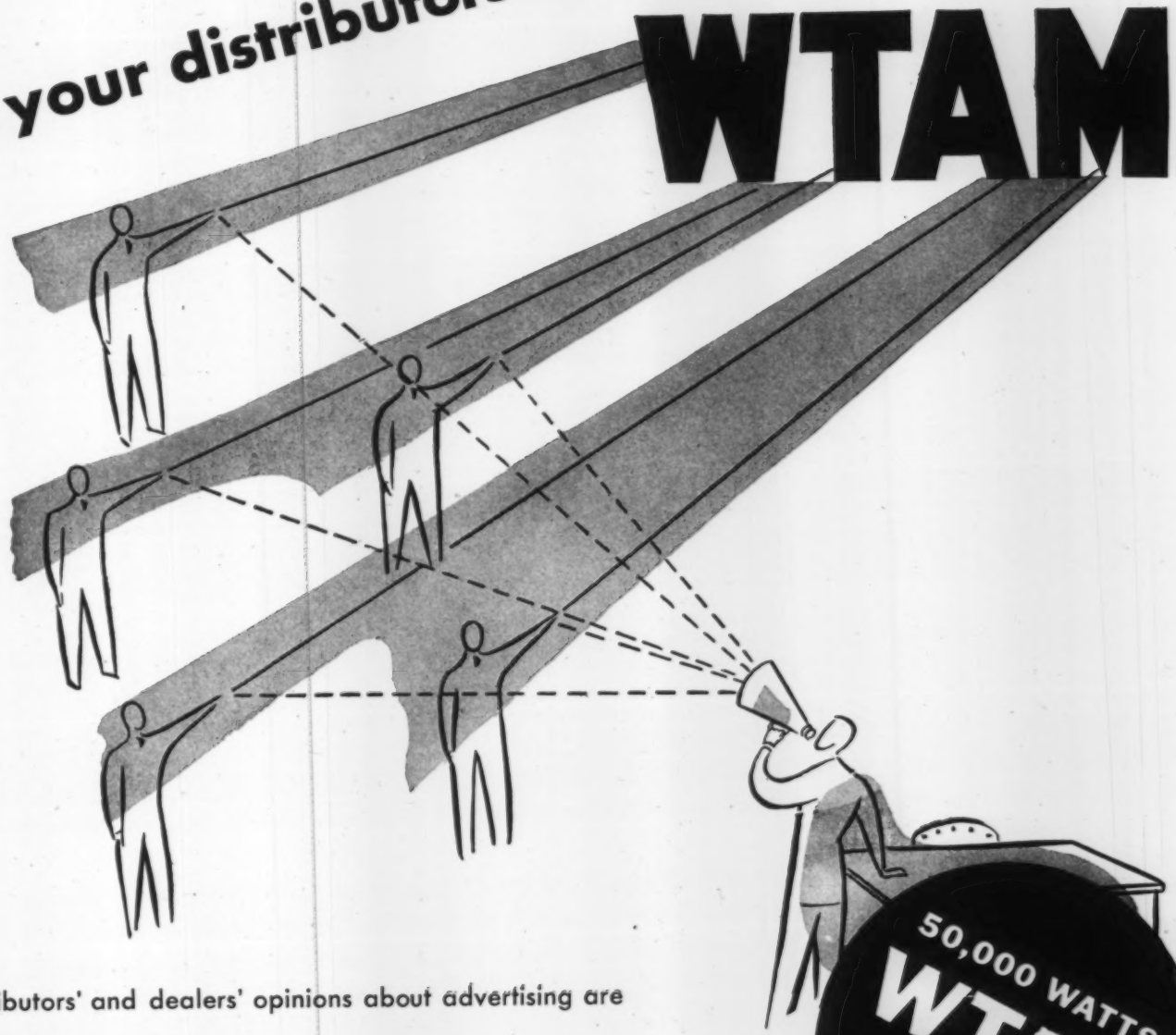
Color Television Foreseen

Color television is already a laboratory accomplishment. It, too, may become practical before long. Developments have already been started in three-dimensional sight and sound and, if we consider past progress in this field, is it too much to expect that a future generation of Americans will be able to sit at their firesides and see reproduced before them in actual colors and in three dimensions, both visually and acoustically, scenes which are being instantaneously transmitted from the interior of some forest, accompanied with all the fragrant odors of nature, and eventually the addition of a vicarious, tactual sensation.

It is believed that the greatest service which communications can do in the future will be to provide extensions into the hitherto remote and inaccessible places whereby people who formerly had no means of communication can be connected with the communication arteries of the world. Tremendous progress has been made during the last decade in this direction and, undoubtedly, tremendous progress will take place in the future. The other great forward step in world civilization which can be made is in the effective use of communications, both telegraph and telephone by wire, but more especially by radio, in the development of understanding, mutual respect and tolerance among the nations of the world. Much has been done along these lines in the past and a great deal more is expected in the future.

Much of this service will be accomplished by printer, by facsimile transmission, and by long distance vision. There are thousands of inventions which have been made in the past and it is confidently expected that a similar number will be developed in the future in the solution of the age-old problem of mankind—communication.

Ask your distributors about WTAM



Distributors' and dealers' opinions about advertising are important. In selecting radio facilities for a spot campaign in Northern Ohio ask them what station will do the best job. The odds are high on WTAM—the only station which reaches the buyers of the entire Cleveland Chamber of Commerce retail trading area, to say nothing of the many other communities in Northern Ohio, Pennsylvania and New York.

A Basic Red Network Station
Completely Programmed by NBC

50,000 WATTS
WTAM
CLEVELAND

TOPS IN SPOT

XUM

Inquiry Is Asked By Rep. McFarlane

CHARGING that a dictatorship exists in America "when 300 or less persons have an absolute monopoly in the moulding of public opinion through undisputed control of radio stations, newspapers and motion pictures," Rep. William D. McFarlane (D-Texas) on July 19 urged in a speech in the House that an investigation be conducted into radio along the lines of the Connery Resolution, which he said was being halted by the "radio monopolists."

Rep. McFarlane pointed to the three chains as "comprising the radio monopolies which are dependent for their continued operation on patent licenses which are controlled by the A. T. & T. Co., and the RCA." He added that motion picture connections and the ownership of stations by "200 or more large newspapers" represent an extension of the monopoly.

Various elements in the industry, including CBS, NBC and the FCC and various individuals, were severally assailed in the speech, during the course of which the Texas Congressman referred to "fraudulent practices" and to an alleged "insult" to the late Chairman Connery of the House Rules Committee in the editorial in BROADCASTING which advocated passage of the White Resolution for an investigation of radio rather than the Connery Resolution [BROADCASTING, July 15.]

"These radio pirates," he said, "through one of their paid apologists in an issue of BROADCASTING July 15, have the audacity to impugn the name of our late colleague, Billy Connery." He later characterized BROADCASTING as the "kept magazine of the radio monopoly."

Senator Albanes of Cuba Visiting in Nat. Capital

SENATOR Wilfred Albanes, vice-president of the Cuban Senate and president of the North American Radio Conference held in Havana last March, arrived in Washington July 28 on an unannounced mission. He visited the FCC headquarters and paid his respects to members in Washington and to Chief Engineer T. A. M. Craven, who headed the American delegation to the conference.

One of Cuba's most eminent statesmen, Senator Albanes is expected to be president of the Inter-American Radio Conference in Havana scheduled for November at which treaty plans will be devised to distribute available radio facilities among nations of the continents. His direction of the March sessions won the unanimous praise of the delegations from this country, Mexico and Canada.

Pennsylvania Spot

PENNSYLVANIA Publicity Commission, Philadelphia, sponsored a talk by Governor Earle on 25 CBS stations from 10:45 to 11 p. m. on July 24. Network some time ago submitted a number of program ideas to the commission for a publicity campaign for the state but no action was taken on them. The one-time broadcast was placed through Walker & Downing, Pittsburgh.

NOTABLES' LAST TRIBUTES TO MR. PRALL

PRESIDENT ROOSEVELT — The loss which comes with such overwhelming force to those nearest to Mr. Prall deprives the country of an earnest and capable public servant who will be greatly missed and widely mourned.

JAMES A. FARLEY, Postmaster General—He was my personal friend for many years and one for whom I had a great respect.

SENATOR ROBERT S. WAGNER —During his long and distinguished public career he has been my closest friend. His passing is a great personal loss to me and a loss to the state and country which he served so unstintingly and so nobly.

REP. CLARENCE F. LEA, Chairman, House Interstate and Foreign Commerce Committee—I had a long acquaintance and friendship with him and a very high regard for him.

JESSE H. JONES, Chairman, Reconstruction Finance Corp.—He was a valued citizen and public servant. I join with multitudes of friends in mourning his loss.

REP. JOHN J. O'CONNOR, chairman of the House Rules Committee—It is a matter of great personal grief to me. Many of the members here served with Rep. Prall during the five terms he served in this House which he entered in the 68th Congress. He was exceptional in his courtesy, and the aspect of a gentleman radiated from him. In his death we, who knew him intimately and loved him, have lost a friend and the administration has lost one of its outstanding leaders.

LENOX R. LOHR, president of NBC —To those in the radio industry and to others whose business has brought them in contact with Anning S. Prall, his death comes as a great shock. Because we know how whole-heartedly he strove, as Chairman of the Federal Communications Commission, to promote the best interests of the millions of radio listeners in the United States, we appreciate very fully what his passing will mean. His business ability was of a high order, and this, in conjunction with his fine personality, reflected itself in the discharge of all his duties.

ALFRED J. McCOSKER, president of WOR and chairman of MBS—The passing of Anning S. Prall is to me a great personal as well as an official loss. His long governmental service, intelligently and often valiantly performed, will, I believe, make a lasting impress on the future of radio.

WILLIAM S. PALEY, president of CBS—American radio has lost a true and valued friend as the result of the death of Anning S. Prall. Mr. Prall brought to the chairmanship of the Federal Communications Commission his wide experience as an educator gained during three terms as president of the New York City board of education as well as a deep appreciation of the meaning of public service which he had learned during twelve years spent as a representative in Congress. During his two years as head of the FCC Mr. Prall did a large amount of important pioneer work in co-ordinating and improving the structure of American broadcasting with its more than 700 separate stations. His unselfish devotion to the complicated duties of his office made him a man whose services will be missed.

GROVER WHALEN, New York—Our close friendship ran over a period of 20 years and his passing is a great personal loss.

DONALD FLAMM, WMCA, New York—Anning Prall not only kept the air free of objectionable programs but he raised the standards of broadcasting literally overnight.

RESOLUTION by members of the FCC — The Federal Communications Commission records with profound regret its deep sorrow at the sudden and untimely death of its honored Chairman, Anning S. Prall, and has adopted the following resolution:

Whereas, The Federal Communications Commission has in the death of its Chairman, Anning S. Prall, lost a wise and valuable public servant, devoted to the interest of the people of the United States, an indefatigable worker, and a courteous comrade, be it therefore resolved:

That the Federal Communications Commission hereby places on its permanent records this memorial:

"In memory of Anning S. Prall, Chairman of the Federal Communications Commission from March 11, 1935, to the time of his death, July 23, 1937. He made valuable contributions to the work of this Commission and to the art of communication in all its phases."

JOHN ELMER, president, National Association of Broadcasters—In the untimely death of Anning S. Prall, a vast loss is sustained by the broadcasting industry. His service as chairman of the Federal Communications Commission were notable, effecting a tremendous contribution to the improvement of the public service of all elements in communication. The broadcasting industry in particular must write itself down as a great beneficiary of his counsel and his interest, for he was untiring in his efforts to elevate standards of service in behalf of both the industry itself and the listening public. In few men are wedded the experience and the viewpoint which were so uniquely his . . . for out of the richness of his background as business man, educator and legislator sprang the unique wisdom and breadth of view which so distinguished his long official service. American radio mourns Anning S. Prall.

LESLIE F. MUTER, President, Radio Manufacturers Association — The passing of Chairman Anning S. Prall is a great loss to the radio industry.

LOUIS K. SIDNEY, Manager, WHN, New York—Our industry has suffered a loss greater than I can express.

Voice of Mr. Prall

IN A MEMORIAL service to Anning S. Prall, late chairman of the FCC, broadcast on WMCA, New York, on July 25, the voice of Mr. Prall discussing the responsibilities of the radio industry was introduced, by means of a transcription made last November when Mr. Prall addressed the broadcasters from the ballroom of the Plaza Hotel in New York. A similar use of transcriptions was made two days later by WNEW, New York, which broadcast a talk on the *Future of Aviation* recorded by Amelia Earhart in 1931 but never previously broadcast.

WSM Aids Coast Guard

WSM, Nashville, will serve as an emergency contact for trucks of the U. S. Coast Guard during the hurricane season, which starts soon, under arrangements announced July 28. These trucks, it was pointed out, are rushed to various points along the Gulf Coast during an emergency and frequently get beyond contact of directing officers. Under the arrangement, these trucks will be tuned to WSM, from which point emergency instructions will be relayed over the air. During the Ohio-Mississippi flood of last winter, WSM was used in a similar way by the Army engineers.

Anning S. Prall

(*Continued from page 11*)

for many years the Island was known as "Prall's Island," because some members of his family originally from Holland resided there. Mr. Prall never lived more than a mile from the house where he was born in Port Richmond.

Anning Smith Prall was born Sept. 17, 1870. His appearance, however, belied his years. Son of the assistant treasurer of the Baltimore & Ohio railroad, he received his preliminary education in New York public and high schools, as well as in the city institutions of higher learning. A flair for writing carried him to the old *New York World*, where he served as a reporter for several years, which he quit to work for a savings bank in New York. From that post he joined the Cosgrove Coal Mining Co., which operates mines in Pennsylvania, Illinois, Indiana and Maryland, and long afterward served as its vice-president.

In Congress 1923-35

Although prominent in local civic affairs and politics during his youth, it was not until 1918 that Anning Prall found himself in the limelight as a member of the New York City board of education. Three times thereafter he was elected its president. He was appointed a commissioner of taxes and assessments for New York in 1922, and the following year was first elected to Congress, serving continuously until he was appointed to the old Radio Commission in 1934 by President Roosevelt. He continued in Congress until January, 1935, however, without serving on the Radio Commission, but took over the post on the newly created FCC early in 1935.

He could not serve on the FCC, created in 1934, because of the constitutional provision prohibiting a member of Congress from becoming a member of a commission created by his own Congress.

Mr. Prall had been in vigorous and robust health until shortly before his appointment to the FCC. In August, 1934, while motoring in upper New York State with his close friend, Senator Wagner (D-N. Y.), on a fishing trip, the car was wrecked, and Mr. Prall suffered a fractured right leg, a slight concussion and many cuts and bruises. He was confined to his home for nearly five months, but effected a complete recovery.

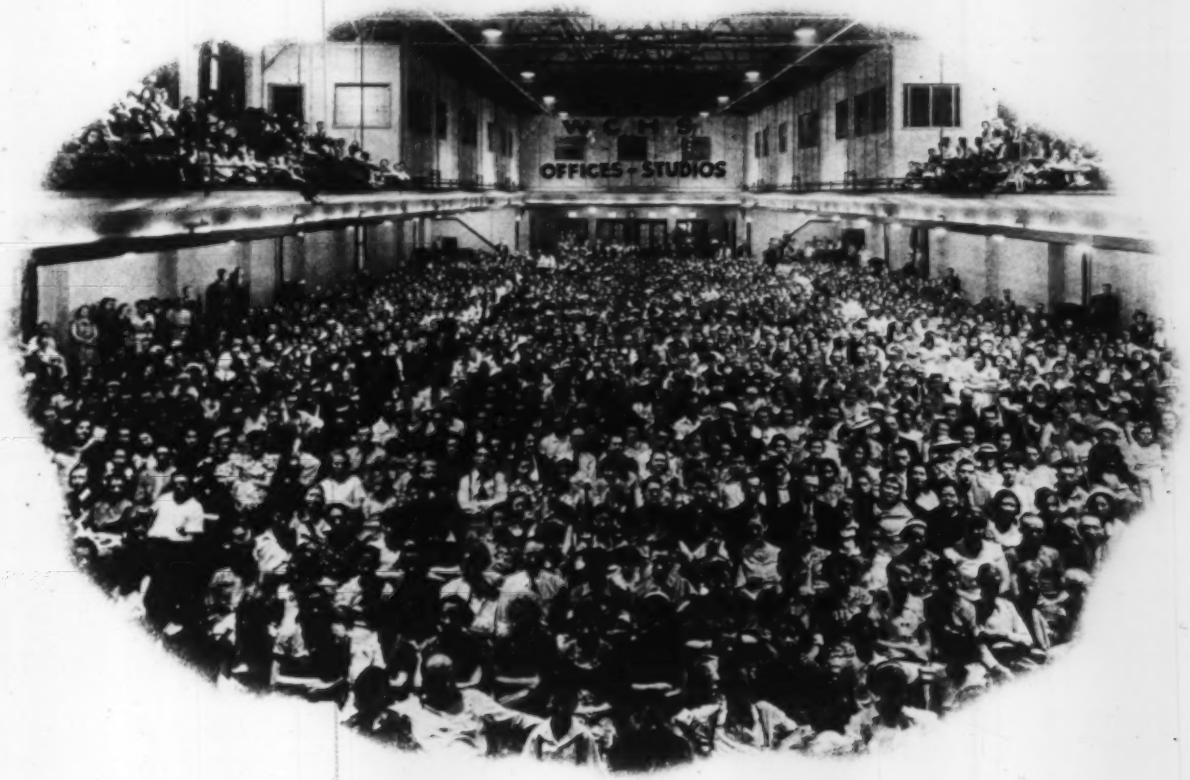
An athlete himself in his youth, he was always interested in athletics and was active in the affairs of the Down Town Athletic Club of New York. His other clubs and societies included the Fox Hills Golf Club, the Whitehall Club of New York, the Columbia Country Club of Washington, and the New Rochelle Yacht Club. He was a Mason.

New Station Calls

CALL letter assignments to three of the eight new stations granted July 3 and 6 by the FCC [BROADCASTING, July 15] were assigned by the FCC on July 28. The new 1,000-watt daytime station on 1120 kc. in Austin, Tex., will be known as KTBC. The new 100-watt daytime station on 1310 kc. in Lufkin, Tex., will be known as KRBA. The new 100-watt daytime station on 1200 kc. in Toledo will be known as WTOL.

XUM

Sorry We Couldn't Show 'em All--
2,000 Others Were Turned Away!



PROOF is always more convincing than promises, so here's the proof of WCHS' tremendous audience influence . . . It happens every Friday evening on "The Old Farm Hour", but the case in question shown above was on the evening of Friday, July 9th, 1937, with the temperature up in the 90's . . . A paid-admission audience of * 3,655 men, women and children packed and jammed their way into the WCHS Auditorium to watch a commercial show—and more than 2,000 others were turned away! . . . A few "spot" announcements over WCHS brought this capacity audience—no other form of advertising or publicity required . . . WCHS, serving a population of 625,220 persons, sells 'em as easily as it "hangs them from the rafters" as the proof above indicates . . . Hadn't you better investigate the WCHS market before you complete your fall and winter schedule?

* West Virginia State Sales Tax Report

580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA
BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES, EDWARD PETRY & COMPANY

A Friendly

"Symbol of the Radio Age"

Radio changes life on the farm

The farm of yesterday and the farm of today are vastly different. And radio is the reason. RCA is proud to have pioneered farm radio—proud to have taken so large a part in every phase of its development—from the standpoint of broadcasting as well as reception.

Of all forms of entertainment, radio alone puts the farm family on a par with families in big cities. Radio is the farmer's chief source of recreation and his news ticker. Besides entertainment, radio helps the farmer in business—bringing him a wide variety of news and information about weather, crops and livestock. It gives him latest price quotations, aids in the preservation of his property against the ravages of the elements. In short, radio has made the farmer's life a *better* life.

National Farm & Home Hour ties knot of friendship between farmer and RCA

For the last decade, NBC (an RCA service), the U. S. Department of Agriculture and the national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. The National Farm & Home Hour, which is broadcast over 91 stations from coast to coast on the NBC Blue Network during the noon hour, every day except Sunday, has become the farmer's tuning habit. This program is adapted to the farmer's special needs and presents a well-balanced combination of national farm news, educational talks and entertainment features.

The National Farm & Home Hour is one of the ways in which RCA serves the farmer—a service that has created a bond of friendship between farmers and RCA.

RCA's interest in 4-H Clubs gives farm youth brighter future

The U. S. Government in 1899 originated what is now known as the Boys and Girls National 4-H Clubs. Today more than one million farm juniors belong to these clubs. Under the sponsorship of the U. S. Department of Agriculture and the State extension services, RCA gives material aid to agriculture in the constant betterment of these clubs, sponsoring the Social Progress Program, a contest that promotes the social, recreational and economic betterment of rural life. Club members are using radio and recorded music in this contest thereby extending the usefulness and the potentialities of the radio industry. The farm family of America knows and likes RCA and its broadcasting service, the NBC.

RADIO CORPORATION OF

y Sign to Farmers

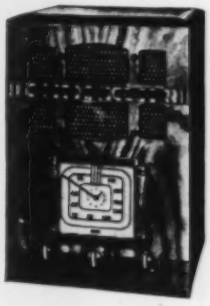
Thousands of farmers prove friendship by buying RCA Victor 1938 Farm Sets with Sensational Distance Booster

RCA Victor 1938 farm radios are the talk of every farm home! Featuring the sensational new Distance Booster, which gets more stations with finer tone and greater volume, these new battery sets are creating new sales records in dealers' stores all over the land.

They've got everything! Power rivals that of big electrically operated city radios. Cabinets are big and beautiful. Prices are low—and operating costs are at a minimum, with sets operated by either Wincharger or gasoline motor generator.

These sets are *real* values—values every dealer can cash in on. Push them with all you've got—and they'll bring you plenty in return! Because there are 6,812,350 farms in this country—and farmers this year will have an estimated income of 10 billion dollars. That means that they are likely prospects for a radio set. A radio is the one thing that really *completes* a farm home, and when you feature RCA Victor sets, you pave the way for a profitable visit with every farmer in your community!

Distance Booster brings more stations with Finer Tone . . . Greater Volume!



(AT LEFT) RCA Victor Distance Booster Model 85BK, a stunning, 5-tube, 3-band superheterodyne, offering world-wide entertainment with tremendous power and life-like tone. New, big "Save-the-Battery" Dial. "B" battery plug connection, phonograph connection, 2-volt operation or 6-volt operation with Pak-O-Powr and 6-volt storage battery.

(AT RIGHT) RCA Victor Distance Booster Model 85BT, featuring 5 RCA tubes, "Save-the-Battery" Dial, aircraft and amateur calls, foreign reception, standard broadcast, police bands, and a host of extra-value features.

Other RCA Victor farm radios are Console Model 86BK and Table Models 84BT and 86BT, which offer many outstanding performance features—features that will help you make easy sales.

In addition, you can make handsome profits through sales of RCA Victor electrically operated radios to power line farm homes. There are 21 models, ranging from $20 up, which offer a total of 55 splendid features to help you sell. Foremost of these is the first truly automatic tuning—RCA Victor Electric Tuning. Others include new Overseas Dial, which makes short wave tuning 50 times easier than ever before, Armchair Control, Sonic-Arc Magic Voice, Beauty-Tone Cabinets, Magic Brain, Magic Eye, RCA Metal Tubes.

RCA Victor

RCA Manufacturing Company, Inc., Camden, N. J.

AMERICA • *Radio City, New York*

Behind the Scenes in Station Surveys

It's Not the Results but the Size of the Sample, Declares Research Expert, in Critical Analysis

By ED CLAPHAM
Sales Promotion Department
WOR, Newark

FIGURES are funny things, especially when they show up in radio surveys, says the author, who is in charge of WOR's market research. To prove his point he takes some mythical and typical surveys, pins them on the wall, steps back ten paces and starts shooting. You get the idea that the institution of radio surveys is pretty well shot full of holes by the time the tenth or fifteenth paragraph is reached. Another ten paragraphs and he'll blast your faith in the theory of gravity. It's really a survey of surveys, with no pulling of punches.

NOT LONG ago a radio writer criticized the industry when he suggested that radio "put on long pants." A lot can be said for both sides of the thought behind this jibe but we are more interested right now in some other fallacies radio seems to insist on harboring, which we think it's time to be rid of.

Mr. Clapham

Particularly, during the past two years, radio stations, sometimes aided or provoked by networks, have consistently climbed out on a limb to shout "We are first in Podunk Holler!" The "first" may take the form of a first in listening audience, the favorite station, or the station with the largest average audience, etc. Usually one station will engineer a scoop by bringing out a sparkling survey and then its rival, smarting under flesh wounds, will scurry around to a second research organization to make a survey to find something it can claim a first in. If you happen to examine the size of the samples on which the jobs are based you get the idea that these stations would go out to catch whales with a butterfly net.

Some Fallacies

An example of this recently took place in one of our larger cities. Station A brought out its survey report thereby making Station B's face very, very red for a time. It didn't stay red long though, because B soon brought out its own survey to show that Station A's report was all wet and Station B was instead the leader.

There were several of radio's fallacies in this particular experience, but the most interesting one rests on the significance of the figures which each station displayed. Station A, let us say, came out with a huge (?) leadership because it had 36.2% of the audience as compared to only 33.5% for station B. A difference of 2.7% out of several million potential listeners. Now isn't that a pity?

And then Station B reversed this leadership in its survey and—to keep this example simple—we will say showed that it had the 36.2% and A the 33.5%.

Leadership? Maybe, if you want to call it that. But let's look a little farther.

There is a simple test which Prof. Theodore H. Brown of the Harvard Business School has developed to determine the actual significance of the results of such a survey. Brown considers the size of the sample taken in relation to the audience to be measured, the representative distribution of this sample, and the differences in the results obtained; i.e., the differences in the percentage of listeners attributed to each station. If the sample is small and the differences small, he may conclude that there is no significance in the results. If the sample is adequate and the differences still small or the sample adequate and the differences large, the latter may be significant, showing definite superiority for one unit over another.

In the example we have quoted above there was no significant difference—i.e., A and B were virtually in a tie for the leadership—because the sample was small and the difference of 2.7% was not sufficiently large, considering the lack of representativeness. So, these two stations spent a lot of money proving that one was just as good a bet as the other.

But let's look at it from another angle. Seemingly there was very little difference in the programs offered during the two periods of these two surveys, and there was no appreciable reason for the habits of the people changing in the short time between. And yet there was a difference in the results obtained. Can this mean that the samples taken in one case were more representative than in the other? Or can this mean that listening habits fluctuate so rapidly and so much? Or just what can be concluded from the whole business? It seems to us that a nice dark cloud was thrown over the picture by these two performances.

Peanuts and Pickles

Significant differences? We doubt it. And if significant, for how long . . . considering the ever changing complexion of radio listening. But even if there was a significant difference of maybe 5% in total listeners for one station over the other, what of it? The sponsor is interested in the size of his audience and as long as he is getting a good big audience—and most of them will settle for 33% or 36% of the listening audience—he is getting a darn good buy. So it looks to us as if Station A was doing B a favor by showing that B owned a 33% audience. Anyway how can Station A claim that audience, or offer it, when the probability is that the program surveyed belongs to the sponsor? But let's get on.

If you don't mind we will just stay with the above example, and let it bear these great sins of the radio world—the sin being, in this case, that of the averaging of radio audience results and samples.

We all learned in school (Grade 8) that you can't "average" pickles and peanuts and get jam. It's still pickles and peanuts. But a lot of high-powered radio men are doing it every day and seemingly getting away with it.

Consider almost any so-called "station audience" or "popularity" survey. In nine out of 10 cases you will find somewhere in the report an average of the godawfullest bunch of pickles and peanuts you could ever hope to dream over. Morning, afternoon and evening listening results are averaged and a total taken and labeled representative of that day, or, even worse, of that week. Mondays are averaged with Fridays. Jack Bennys are averaged with Ford Symphonies. Quarter-hours are averaged with hours. And the whole thing is labeled *jam* . . . and a huge significant leadership in audience for station A. When every last one of us knows that there aren't two listening periods which are sufficiently comparable to be averaged.

(Now don't get us wrong. The survey which sets out to measure the influence of *one* particular program as compared to that of its competitors over a period of weeks or months, as the results of a series of Benny half-hours, can be averaged together and mean something. This goes for the regular audience checks. When they are used correctly, to show trends and relative changes, they are darn good ammunition.)

But radio statisticians don't stop at averaging programs and periods. We also try to average a sample, that we know very well is too small, into something that will sound like a large and sufficiently adequate one. It's expensive for stations or networks to make these audience checks for only a few hours. It's more expensive when they decide to make a really representative check of a whole week. (We haven't yet seen a true example of one of these.)

Anything less than several thousand calls as a sample for a survey to cover two hours or more of listening leaves a doubt in the minds of statisticians and agency men as to its reliability. But we can't afford more than a few thousand calls, so to get adequate value out of the expenditure we decide to increase the number of hours surveyed. Maybe by adding one more thousand we decide that we can cover a whole week of listening and be able to point to a nice large sample, in thousands, as an adequate base for our results.

If we were to hear of a survey of a single program of 15 minutes we wouldn't think of paying much attention to it if it was not based on from 600 to 1,000 calls. But just because we are making several thousand calls during a week, measuring seven days of listening—including upwards of 350 separate and distinct quarter-hours—we think that the smallness of our sample will average out and we will get a representative picture. Now if you have a pencil handy it will take just about five minutes to divide the total sample taken on one of these surveys by the number of quarter-hours it represents and to learn that the shockingly low total of 25 to 50 calls per quarter-hour is the basis of the remarkable results representing the listening of an area of a million and more people.

Breaking Down the Sample

Examining several surveys of this type you will notice that in each case the "several thousand sample" may mean calls, completed interviews, or interviews with radio owners. If it is "calls" there are factors which must first be subtracted in order to arrive at the size of the actual sample. Namely: don't answers, busies or disconnecteds, refused informations, etc., until you finally get down to the actual number of interviews with radio owners.

Let's be liberal and assume that the 25 to 50 calls in the above survey represented interviews with radio owners. A 50% total radio listening audience at any one time is rare, but we will again be liberal. Therefore our sample is cut in half to between 13 and 25 interviews with radio owners who actually are using their sets at the time of the call. Almost any city area has at least four to 10 stations competing for these 13 to 25 radio listeners. This means that if three stations own say 75% of the audience, each has only from three to six listeners as a base for the percentage of audience credited to it. A sample so small that the addition or subtraction of two listeners to a single station's audience may make a 25% to 50% change in the results.

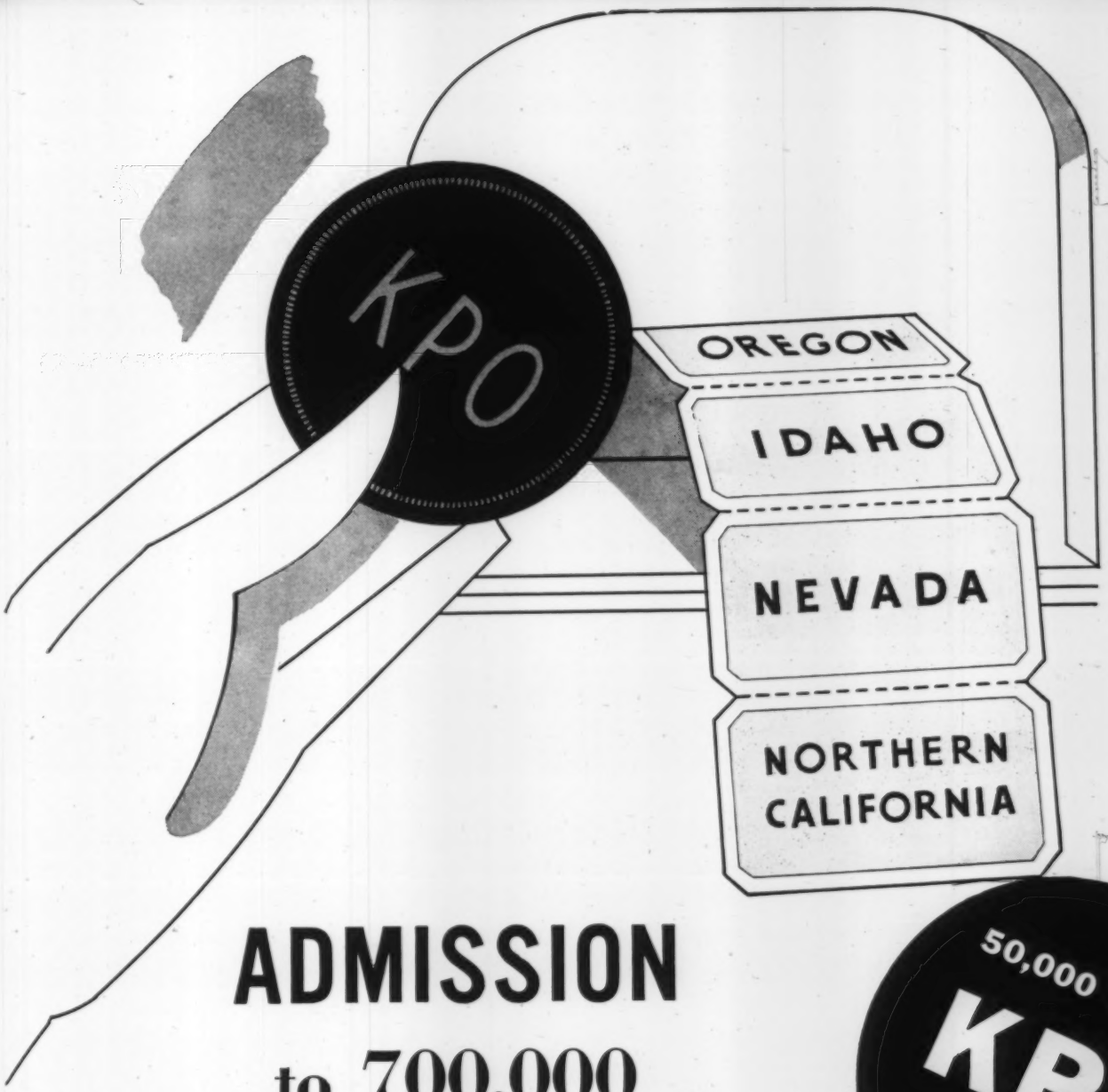
Let's make this clear right now. Regardless of whether or not there is a change of program or competition at the end of any one quarter-hour of listening, there is invariably a change in the size and distribution of the audience. If you want to measure the distribution of the audience for any one period or any series of periods it is necessary to take an adequate and representative sample of every separate and distinct quarter-hour of listening. So, how can we average a sample of 25 to 50 calls per quarter-hour to get a true picture of the listening audience for a day or an evening, when we know that the makeup of that audience has changed every quarter-hour during the day or evening?

Do we clean house or are we to keep right on kidding ourselves?

Ironized Yeast To Place

IRONIZED YEAST Co., Atlanta (yeast tablets), will start a quarter-hour transcribed musical variety program on approximately 40 stations in major markets early in September. Ruthrauff & Ryan Inc., New York, is the agency.

XUM



ADMISSION
to 700,000
Radio Families

50,000 WATTS
KPO
SAN FRANCISCO

TOPS IN SPOT

One ticket—your program on KPO —takes you into all these homes in Northern California, Nevada, Idaho and Oregon. And takes you there to the accompaniment of NBC prestige and popularity—a strong combination.

A Pacific Coast Red Network Station
Completely Programmed by NBC

SIMPLE
MET A
GOING

● "Let me taste

quest indicated that the name "Simple" was a misn

smart buyer. ● Lots of Spot Broadcasting is boug

few markets — success! — and then expansion into o

● The success of such a procedure hinges on one

for the original tests. ● Here are stations which

for the success of such tests — and for the profita

PLE SIMON

' A PIEMAN

NG TO THE FAIR

ne taste your ware", said Simple Simon, which re-
s a misnomer and that Simon was in reality a very
is bought in the same way. A taste of radio in a
n into other likely markets throughout the country.
on one point: Proper market and station selection
which advertisers have learned to depend upon
profitable expansion of the resulting schedules.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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Secretary Hull Said to Favor Proposed Government Station

Rep. Celler Says NAB was "Ill-Advised" in Opposing Plan; Hearings Await Action by President

ANNOUNCING that President Roosevelt has received a favorable report from Secretary of State Hull on his bill proposing government construction and operation of a powerful international shortwave broadcasting station in Washington, Rep. Celler (D-N. Y.), speaking July 20 in the *Congress Today* series on Inter-City Network from WOL, Washington, asserted that the NAB was "ill-advised" in going on record in opposition to the bill at its recent convention.

Action on the proposal, first broached by Telegraph Commissioner George H. Payne, who according to Rep. Celler assisted in preparing the bill, awaits the President's approval. If approval is secured, hearings will be called before the House Naval Affairs Committee, of which Rep. Vinson (D-Ga.) is chairman. The bill (HR-4281) falls under the jurisdiction of this committee because it proposes construction of the station, to be known as the "Pan-American Radio Station," by the Navy under a $750,000 appropriation plus $100,000 annually for its maintenance.

The NAB resolution opposed the bill as threatening an entering wedge toward government operation of broadcasting stations and as being a waste of taxpayers' money, since existing international shortwave stations already in operation can perform the same task.

Favorable Sentiment

Under the bill the U. S. Commissioner of Education would provide "programs of national and international interest," according to Mr. Celler, who added that it has had the approval and encouragement of responsible officials of the Department of the Interior, Department of Agriculture, FCC, National Committee on Education by Radio and the Pan American Union. President Roosevelt and Secretary of the Navy Swanson, as well as Secretary Hull, have heretofore "informally indicated their approval of the general purpose of a Pan-American radio station under U. S. government control," he said.

Rep. Celler pointed out that President Roosevelt, following the Montevideo conference of North and South American nations, had by executive order set aside certain frequencies for such a station under the government control.

"The station was never built," he said. "Misguided persons threw many obstacles across the path of this much needed reform. They feared this would be the entering wedge into governmental control of radio in general. Their fear was ridiculous.

"These persons should now cease their opposition. Otherwise, they will get their fingers burned. Because of their pressure against carrying out the President's executive order, I have introduced my bill. Its opponents should understand that I specifically provide therein for cooperation of private stations in the maintenance and operation of the Pan-American broadcasting station.

"I am a firm believer in private initiative. I do not want to slam the door in the face of the efficiency, enterprise and resourcefulness of private ownership. Our radio system, despite certain besetting evils of commercialism, is still the greatest in the world, thanks to private control. But one Pan-American shortwave station, set up in pursuance of the treaty, in an unassigned channel, on a noncompetitive basis, will not militate in the slightest against private initiative. It will not lead to government monopoly.

"Unfortunately, the National Association of Broadcasters has gone on record in opposition to my bill. I believe this is most ill-advised. The broadcasters who oppose the bill are standing in their own light.

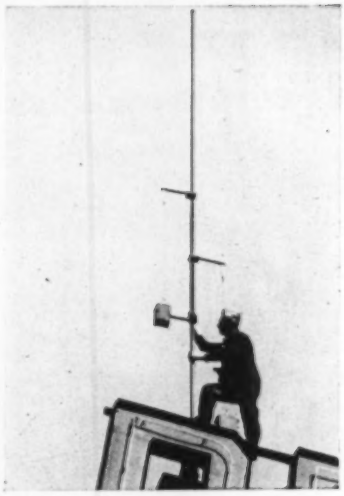
"I am a sincere friend of private operation and control of radio. Governmental control of radio facilities would destroy freedom of the air and utter freedom of the air, just as utter freedom of the press and of speech, is essential as a corrective of democracy. I believe in utter freedom in the discussion of governmental problems. * * *

"Setting up a Pan-American shortwave broadcasting station, in pursuance of a treaty with the Pan-American countries, will not in the slightest strike at the principle of freedom of the air. Foreign governments, notably Russia, Italy, and Germany, are spending millions of dollars for propaganda purposes under our very noses. Daily and nightly there is poured into this country in the English language all manner and kind of programs extolling the virtues of Communism and Fascism. At the present time, there is no antidote. The villifiers of our American form of government, and those who would breed treason within our ranks, are given the uttermost freedom over these foreign shortwave stations controlled by supposedly friendly governments.

Reaching the Far Corners

"The facilities to be set up under the provisions of my bill providing for such a Pan-American station are powerful enough to permit shortwave broadcasting that would reach the nethermost ends of the earth. Every part of Russia, Germany and Italy could be covered. We would be enabled if we choose to fight fire with fire, poison with poison. But above all, we could set aright the inhabitants of those nations and show them the ways of Democracy * * *

"You will note that an opportunity is given, under well defined conditions, for a private company to use the facilities of the Pan-American station. Despite great opposition, I inserted such provisions in my bill. I anticipated objections from the broadcasting companies. It was for that reason that under my bill, I gave the Commissioner of Education, with the approval of an advisory council, in his discretion the right to allow privately owned commercial radio companies, to use without charge the facilities of such a Pan-American station.



DOUBLE DUTY—This ultra-high frequency antenna recently installed by Westinghouse atop the Bradford Hotel, Boston, for W1XKA both transmits and receives simultaneously on two frequencies without any interference. It is grounded to the structure carrying the hotel sign, grounding away all electrical effects from lightning surges. Westinghouse has used similar antennas on a number of police installations in New England.

NBC Expands Schedule Of Shortwave Broadcasts

NBC on July 26 began a new shortwave service in six languages to Europe, South and Central America on W3XAL with two new directional beam antennae in operation for the first time. On the air from 9 a. m. to 1 a. m. daily (EDST) the new schedule will carry NBC sustaining programs both Red and Blue. Under the direction of Charles Carvajal, production director of W3XAL, and Phillips Carlin, NBC sustaining program manager, the service to Europe will be available from 9 a. m. to 3 p. m. on 17,780 kc. with announcements made by Ernst Kotz and Miss Lisa Sergio. Miss Sergio, NBC guest announcer, will announce in Italian and French, while Kotz will make the German announcements. Programs to Europe on the non-directional antennae will also be broadcast from 3 to 7 p. m.

The directional beam broadcasts to South and Central America on 17,780 kc. will be heard from 7 to 9 p. m. and on 6,100 kc. from 9:15 p. m. to 1 a. m. Announcements for South and Central America will be made in English, Spanish and Portuguese by Martin Viale of the Argentine, Pinto Tameirao of Brazil and Armando Mencia of Cuba. In addition to the network broadcasts, programs of particular interest to individual countries will be aired from time to time and the specially arranged programs for Latin America will be continued.

In addition to broadcasting the pick of the sustaining programs on both Red and Blue networks, NBC is also broadcasting nine 15-minute news programs in six languages daily, having purchased the complete INS news service for use exclusively on these foreign broadcasts. Domestically NBC uses Press-Radio for its sustaining and UP news for its sponsored news broadcasts.

G-E BOOSTS POWER OF SHORTWAVE UNIT

WHAT IS expected to be the most powerful shortwave transmitter in the world is being constructed by General Electric Co., in Schenectady under FCC authority for its stations W2XAD and W2XAF.

With 100,000 watts in the antenna, the transmitter will have a greater actual output than any of the European stations, it is understood, which rate their power by input rather than off the antenna. The transmitter will be used by both stations on alternating schedules and with high directional antennae, it is reported.

Presumably the effort will be made to concentrate the beam in the direction of South America for best possible reception there. The installation will involve a cost of more than $100,000 and will increase the signals to more than twice their present strength, affording stronger and clearer reception throughout the world, according to General Electric.

W2XAF has operated on the 9,530 kc. channel with 40,000 watts and W2XAD on the 15,330 kc. channel with 25,000 watts. By using a staggered system of transmission, the stations can operate with the single transmitter. W2XAD now broadcasts approximately 220 hours per month and W2XAF 290 hours. GE said this time will be increased as a result of the greater range of the new transmitter which will be completed by the early part of 1938.

General Electric's application to build a 20 kilowatt station in Belmont, Cal., on 9,530 and 15,330 kc. unlimited time was favorably reported July 19 by Examiner Hill. The station would operate when the Schenectady stations on the same frequencies are not on the air. It would provide NBC service to the Far East as well as broadcast recorded and local live talent programs.

New Shortwave Schedule Is Inaugurated by CBS

CBS has inaugurated a new time schedule for its shortwave broadcasts to Europe and South America on W2XE. Each week day there will be three separate periods totaling six hours for programs to South America and three periods totaling 5½ hours for European listeners. On Sunday there will be two periods for each group, five hours for Europe and seven hours for South America.

The schedule follows: To Europe (weekdays) 7:30-10 a.m. on 21,520 kc, 3-5:30 p.m. on 15,270 kc, 6:30-7 p.m. on 11,830 kc; to Europe (Sundays), 8-10 a.m. on 21,520 kc, 1-4 p.m. on 15,270 kc; to South America (weekdays), 10-10:30 a.m. on 21,520 kc, 5:30-6 p.m. on 15,270 kc, 7 p.m.-midnight on 11,830 kc; to South America (Sundays), 5-6 p.m. on 15,270 kc, 7 p.m. midnight on 11,830 kc.

CHIEF Engineer Max Weiner of WNEW, New York, on July 21 interviewed Frank Parker Stockbridge, the reporter who covered Marconi's first Transatlantic wireless tests, and Sam Kaufman, correspondent in New York for British radio publications, on their contacts with the noted inventor. These were part of the station's memorial to Marconi, WNEW also joining NBC-Red that day to carry the funeral services from Rome.

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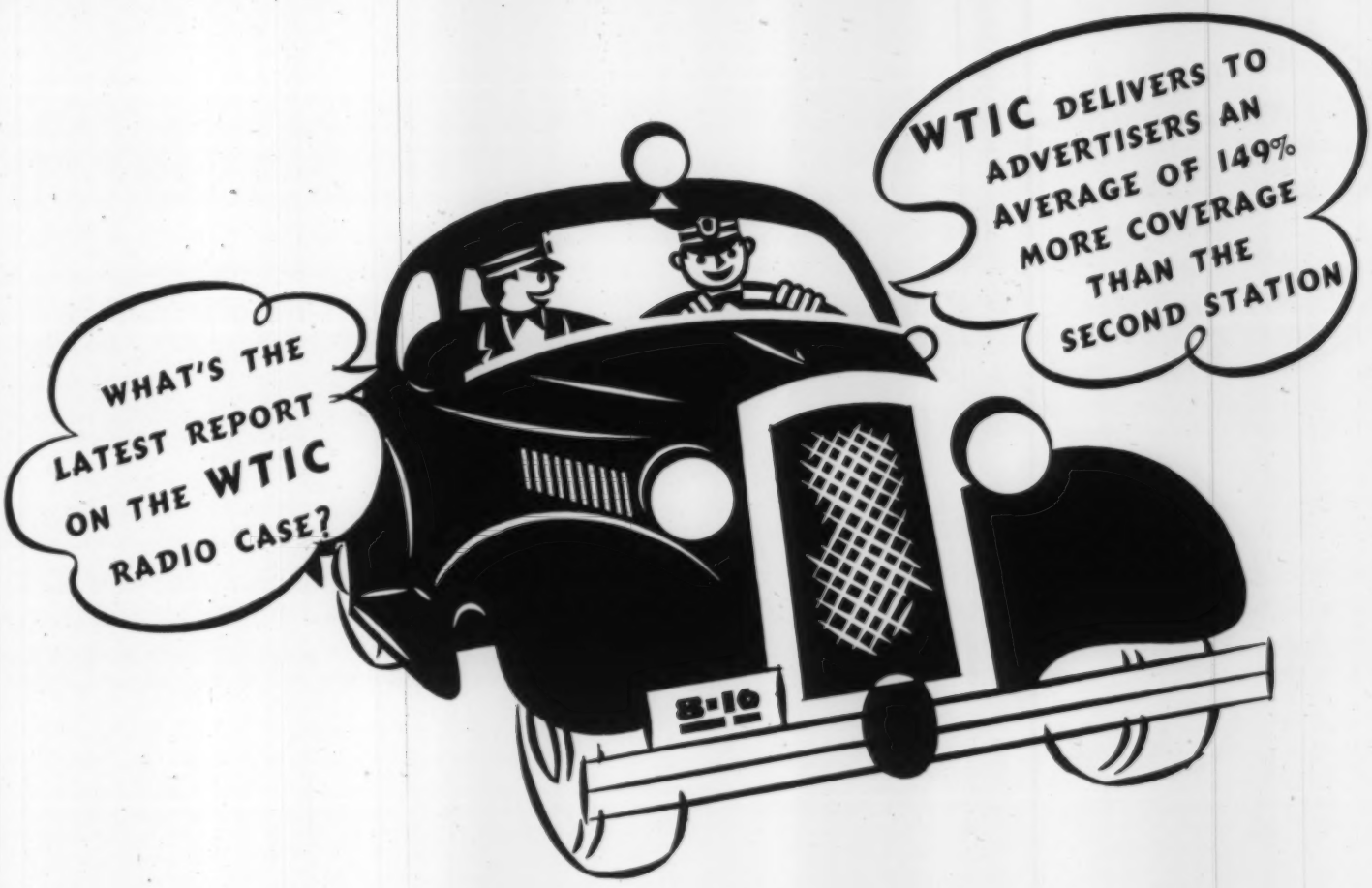

WHAT'S THE LATEST REPORT ON THE WTIC RADIO CASE?
WTIC DELIVERS TO ADVERTISERS AN AVERAGE OF 149% MORE COVERAGE THAN THE SECOND STATION
8-16

Yes, WTIC does offer the advertiser more coverage in the rich Southern New England market than any other station. And here's proof of that statement. During the week from February 28 to March 6 the Ross Federal Research Bureau made over 12,000 telephone calls in the Hartford market alone. Here is a summary of the results obtained.

60.72% were tuned to **WTIC.**

24.37% were tuned to the next most popular station.

6.54% were tuned to the third most popular station.

2.28% were tuned to the fourth most popular station.

6.09% were tuned to all other stations.

100.00% total calls.

WTIC covers all of Connecticut, western New York, eastern Massachusetts, Vermont, New Hampshire. In WTIC's primary coverage area is an audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626, making a total potential audience of 3,398,436. In income, retail sales, and radio ownership this WTIC area is far above the national per capita average.

WRITE TODAY FOR OUR NEW 32 PAGE BROCHURE WHICH NOT ONLY GIVES FULL FACTS ON THE ROSS FEDERAL SURVEY BUT ALSO DETAILED INFORMATION CONCERNING THIS BILLION DOLLAR MARKET

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.
CHICAGO DETROIT NEW YORK

Networks Prepare For Yacht Races

Unique Coverage Is Planned For Historic Competition

COMPLETE coverage of the America's Cup yacht races for every American listener has been assured by the three nationwide broadcasting systems, each of which has scheduled more than 30 broadcasts during the seven days of racing between the defending *Ranger* and the challenging *Endeavor II.* Each network will broadcast several reports during the progress of each race and will also broadcast a summary in the evening.

CBS, the only network to have a place aboard the official committee boat, has assigned Ted Husing to cover the races, assisted by Sherman Hoyt, who took his turn at the helm of the last two Cup defenders, and John Scott Hughes, English yachtsman who is in America to cover the races for the London *Times.* Each of the trio will be stationed at a strategic point along the 30-mile course, equipped with short-wave equipment permitting him to broadcast an eye-witness description directly to the CBS network, and the three will discuss each day's race in an evening broadcast.

NBC-MBS Aerial Reporters

For Mutual, another Cup race veteran, Cameron King, will assist Dave Driscoll, special features announcer of WOR, in broadcasting the races from the Coast Guard cutter *Ponchatrain* through WOR's relay broadcasting transmitter, WBAM. A birdseye view of the spectacle will be added by Howard G. Barnes, who will follow the yachts from an Eastern Air Lines transport plane above the course. NBC will also broadcast from the air, Bill Sterns, sports announcer, being stationed in a TWA plane. Other NBC race reporters include the yachting authority, Kenneth Davison, who with George Hicks, special events announcer, will be aboard the Coast Guard cutter *Sebago,* and Arthur Feldman, of NBC's special events division, who will be located at the finish line in a Coast Guard patrol boat.

Mutual has arranged for worldwide shortwave transmission of its broadcasts through W2XGB, Press Wireless station, and NBC has also planned a number of shortwave race reports to England. B. Charles Dean, president of British American Productions Inc., who arranged for Hughes to join the crew of CBS announcers, is also working on a series of short-wave broadcasts to England to be made by Hughes for rebroadcasting by the BBC.

Vernor's Making Up List

VERNOR'S OF CALIFORNIA Inc., Los Angeles (gingerale) has appointed Allied Adv. Agencies Inc., that city, to direct its advertising in 11 western states and on July 15 started a 30-day test campaign on KMTR, Hollywood, using a daily quarter-hour of recordings. Test is to be followed by an extensive transcription serial campaign to start early in September, list of which is now being made up. Stan Worsdell is agency executive servicing account.

Goldbergs to P. & G.

PROCTER & GAMBLE Co., Cincinnati, will sponsor *The Goldbergs,* dramatic serial, over the NBC-Red network starting Sept. 13, having signed Gertrude Berg, creator of the series under a five year contract. Deal reputedly involves $1,000,000 by which she will write and star in the new series with a setup similar to that when sponsored by Pepsodent. Contract calls for five weekly quarter hour episodes, to be heard daily 4:30-4:45 p. m. (EST), for 52 weeks. Broadcasts will originate in New York and later shift to Hollywood while Mrs. Berg fills motion picture writing commitments. NBC Hollywood Artists Bureau set the deal with Leonard T. Bush, vice-president of Compton Adv. Inc., New York, and account executive for most of the Procter & Gamble products, when he was on the West Coast in July.

MacFadden Expands

MACFADDEN PUBLICATIONS Inc., New York, is now sponsoring the *Good Will Hour* 10-11 Sunday evenings on a combined hookup of the Inter-City Broadcasting System and MBS in the interest of *True Story Magazine.* Program, originated at WMCA, New York, under the direction of John J. Anthony, has been broadcast for some months on a five-station Inter-City network as a sustaining feature. It is an outgrowth of the ill-fated *Good Will Court,* which also originated on WMCA and which also was sponsored by MacFadden for *True Story,* before it became a nationwide network feature sponsored by Standard Brands Inc. for Chase & Sanborn coffee. Under the new setup, the program will be broadcast over two stations in New York, WMCA and WOR, which will feed it to the Inter-City and MBS stations respectively. Series was placed through Ruthrauff & Ryan Inc., New York.

MARK SHRIEBER, sports commentator of KVOD, Denver, had a narrow escape July 14 while he was describing the midget auto races in Denver. One of the racing car drivers, roaring around the one-fifth mile track at about 65 miles per hour, lost control of his tiny machine, and it nosed into the grandstand within a few feet of where he was standing. Neither was injured.

KANDID FIEND—Too late for entry in BROADCASTING'S NAB convention Kandid Kamera Kontest [BROADCASTING, July 15] was this shot of William Cline, sales manager of WLS, Chicago, taken by John C. Baker, of the WLS program department. Baker says it shows what the well-dressed candid cameraman will wear. Believe it or not, amidst all the trappings, all of which are candid camera accoutrements, Cline actually is carrying a camera (six inches southeast of chin).

FIRST NAB DISCS SENT SUBSCRIBERS

WITH A tentative schedule of new production of five hours per month, the first 20 hours of the new NAB public domain transcription library now are ready for shipment to subscribing stations, James W. Baldwin, NAB managing director, announced July 30. Some 50 stations have ordered the service and will receive the discs during early August, the managing director asserted. Shipments are being made on a C.O.D. basis at the rate of $10 per hour per member station with a library of 100 hours in view.

The production schedule, Mr. Baldwin said, contemplates additional units of five hours per month to subscribers. Preparations have been begun for additional recordings beyond the 20 hours, a cross section of which was auditioned during the NAB Convention in Chicago in June. The 50 station subscribers for the service were procured at that time but formal contracts have not yet been entered into with stations. At the Convention it was announced that the NAB Bureau of Copyrights had been incorporated as a going concern to make available the public domain music to NAB member stations at the $10 per hour rate and to other stations at $15 per hour.

Officers of the new corporation are John Elmer, NAB president, president; Mr. Baldwin, vice-president; Harold V. Hough, manager of WBAP, Fort Worth, and treasurer of the NAB, treasurer, and E. E. Revercomb, NAB statistician and bookkeeper, assistant treasurer and secretary.

Plans to retain a salesman to contact stations in connection with the library have been discarded for the present, it is understood. Solicitations will be made direct from NAB headquarters. The library is being recorded by E. V. Brinckerhoff & Co., New York, under the direction of M. P. Frutchey Jr., chief engineer of the transcription company. Processing and pressing is being handled by Clark Phonograph & Record Co.

Radio Production Firm Revived by Tiny Stowe

Mr. Stowe

ARTHUR W. (Tiny) STOWE, radio director of Hays MacFarland & Co., Chicago agency, resigned Aug. 1 to reorganize Stowe-A Gram Productions Inc., which will specialize in building transcribed programs for spot advertisers. Mr. Stowe originally organized the firm in 1935 but disbanded the organization to become radio director of Hays MacFarland on July 1, 1936. He has already signed up two of his shows with Chicago agencies and the programs will shortly be transcribed for spot release. The firm's offices are at 360 N. Michigan Ave.

Mr. Stowe is one of the pioneers in radio having been in the business for the past 14 years. He was sports editor of the *Dallas Times-Herald* and was made general manager of KRLD when the newspaper built the station in 1924. He resigned in 1929 to become vice-president and general manager of the Southwest Network and was instrumental in the founding of KTAT. In 1930 he went to KSTP, St. Paul, as continuity editor, later going to WSM, Nashville, as production manager. In 1934 he went to WLS, Chicago, where he was continuity editor until he formed his own company. *Gold Medal Minstrels* and *Broadway Cinderella* were two of Mr. Stowe's productions. He also produced *Ma Perkins* before joining the Hays MacFarland agency. Succeeding Mr. Stowe is Miss Evelyn Stark, his assistant.

Abert WTMJ Manager

THE TITLE of manager of WTMJ, Milwaukee, passes Aug. 1 to Donald Abert, assistant manager, while Walter Damm continues as general director in charge of the promotion department of the *Milwaukee Journal,* operator of the station. No other staff changes are contemplated. Mr. Abert joined WTMJ about a year ago, coming over from the newspaper.

TOUR OF THE PLAYGROUNDS

Civic Response to Series for Children On WTMJ Described as Favorable

CONCEIVED as a civic safety promotion and designed to encourage children's summer play at city-supervised playgrounds, WTMJ, Milwaukee, has inaugurated a series titled *Playground Tour.* With the slogan of "Keep Youngsters Off the Streets", WTMJ, has begun its tour of 44 local playgrounds under the direction of Larry Teich who is the "Captain Larry" of *Our Club,* a WTMJ youth organization with an active membership of 300,000 kids. In cooperation with civic authorities, Mr. Teich interviews the children at play and asks them simple question about their games and their school experiences. The city playground supervisors assist in arranging the programs and help to handle the children during the broadcasts, while the police department is cooperating in sending officers to the playgrounds to participate in the series. Four different transmitters are being used on the *Playground Tour,* including a 7½-watt ultra-high frequency plant rigged in a small car, a medium-low 50-watter for three mile distances, and two ultra-high frequency short-wave trucks. The adult reactions to the programs have been most favorable and the show is rich in entertainment value, according to WTMJ. On completion of the present series WTMJ plans to continue the interviews under commercial sponsorship from vacant lots and city parks.

The Atlanta Journal

for 15 years
Owners and Operators of

WSB

THE VOICE OF THE SOUTH

Announces

THE NEW ATLANTA STATION

WAGA

N. B. C.

Blue Network Outlet

WSB, 50,000 Watts, will become Georgia's only Red Network Outlet.

WAGA, 1,000-500 Watts, will be maintained by the Atlanta Journal in conjunction with the Liberty Broadcasting Corp. as Georgia's only NBC Blue Network Outlet.

The Journal Covers Dixie Like the Dew

Buryl Lottridge Named Head of Oklahoma Net

Mr. Lottridge

APPOINTMENT of Buryl Lottridge, former commercial manager of Central States Broadcasting Co., Omaha, as managing director of the Oklahoma Network, was announced July 17. For the last six weeks he has been assistant manager of KOMO, Oklahoma City, under Neal Barrett. His new duties will include complete supervision of the activities of the network, formed several months ago and now an affiliate of Mutual Broadcasting System. Stations in the network are WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada and KVSO, Ardmore.

Windup of State Legislative Sessions Finds Few New Laws on Broadcasting

ALTHOUGH a bumper crop of bills affecting broadcasting in various ways was introduced in state legislatures during the current legislative season now drawing to a close, there were few legislative enactments except for state copyright bills.

Copyright legislation was considered in 13 states. The bills had to do with pool licensing and price fixing of copyrighted musical compositions. Such bills became law in Florida, Montana, Nebraska, Tennessee, Washington, and Wisconsin. The Illinois bill (H-567) received a favorable committee report, but was tabled in the House, and the Iowa bill (H-2489) was killed. In Indiana (H-459) and Minnesota (H-1521) and S-1367) and in Ohio (S-108) and Texas (H-468) the sessions ended without final legislative action on such bills.

The only real setback on state copyright legislation occurred July 27 when Gov. Frank Murphy of Michigan vetoed the anti-ASCAP bill, declaring he was advised by Attorney General Raymond Starr that it would not stand up under court test. The bill, patterned after the Montana and Washington measures, was sponsored by the Michigan stations.

Radio taxation received some attention by state legislatures, notwithstanding the doctrine in the so-called Fisher's Blend case in the U. S. Supreme Court, wherein a state tax levied upon gross receipts of broadcasters was held invalid. In Arizona, a revenue act was adopted which provides for an excise tax on radio advertising. A prior act did the same thing, but it is understood that the law officers of the state held that collection of the tax should not be attempted because of its invalidity. Several bills which would have specifically taxed radio were introduced in Kansas (H-345, S-364, S-514), but the tax bill which became law (S-522) omitted the radio tax provision. The same situation prevailed in Missouri where several bills were introduced which embraced the idea of a tax on radio but the tax bill which was finally adopted (H-6) eliminated this tax.

Tax Bills That Failed

Bills providing for the levying of tax on broadcasters failed of passage in Minnesota (S-1389 and H-163 which provided for 5% tax); Ohio (H-279 which would have levied a 10% tax); Oklahoma (H-14, a 10% tax); Utah (H-23, a 2% tax); West Virginia (S-159, a 1% tax); and Washington (S-313, a 2% tax on intra-state radio receipts). The bill which became law in Alabama exempted radio (H-179), and bills in Colorado, Georgia, Idaho and North Dakota are so phrased as to permit of the construction that they do not include a tax on radio broadcasting. An Indiana bill which did not pass (H-159) provided for a tax of $25 a day on radio programs, and a New York bill (S-1448) which met the same fate, proposed the requirement of the submission of all radio commercial advertising copy to a division of the State Department of Education and the payment of a tax of 10c for each word of the copy which the state approved.

Numerous bills were introduced and some were adopted which had either direct or indirect reference to the content of radio programs. Measures which restrained dentists from engaging in certain classes of advertising enterprise died in aCalifornia (A-2604) but were enacted in Kansas, Maryland, Massachusetts, Michigan, Pennsylvania, Texas, Vermont and West Virginia.

Bills of the nature of pure food and drug measures and which would have applied to radio advertising to the same extent as they would have applied to other advertising media, were introduced in California, New York, North Dakota, Pennsylvania, became law in North Carolina (S-310), but failed of passage in California, Colorado, Georgia, Illinois, Iowa, Maryland, Massachusetts and Pennsylvania. Some of these false advertising bills such as that in Pennsylvania specifically exempted the broadcaster from liability. Liquor bills which either prohibited liquor advertising or which laid onerous tax burdens on liquor advertising died or were killed in California, Minnesota, Oregon, Pennsylvania, Texas, Washington and Wisconsin, but were adopted in Maine and North Dakota. The so-called "small loans" bills which restricted advertising of the small loan business to some extent were adopted in Connecticut, but failed of passage in Illinois, Massachusetts, New York, North Carolina, Rhode Island, Michigan and Tennessee.

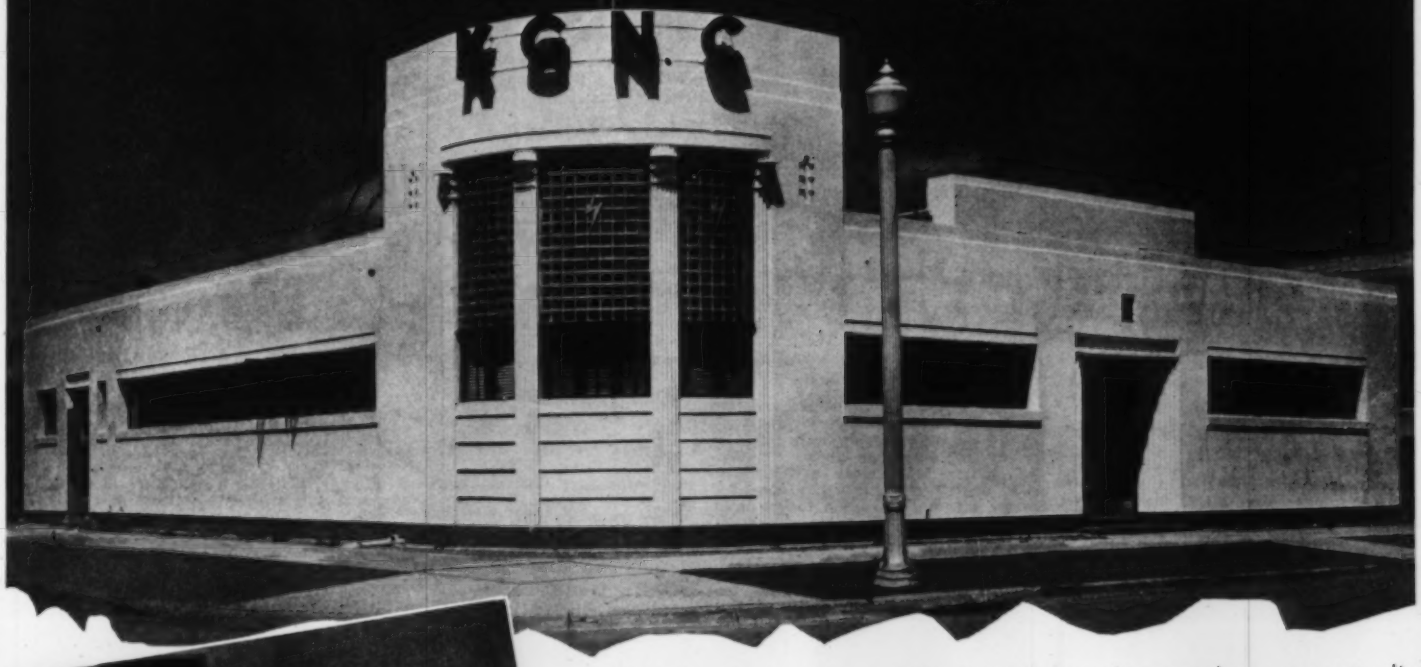
A Michigan bill, which failed to pass, would have required all continuities to be filed with the state (H-344). The use of the word "Court" in a broadcast was prohibited by New York (S-176 and H-197), but these bills were not enacted into law. A New Jersey bill prohibited the broadcasting of court proceedings (S-117). Proposals in California and Washington to prohibit the broadcasting of

(*Continued on page 63*)

"Give Us More of Those Good Programs with Established Ready-Made Audiences"
...that's what Advertising men have been telling Us:
Well, here they are, waiting for you!
Dale Winbrow, Mississippi Minstrel. One-man Singin' Sam-Edwin C. Hill-Cheerio. Former CBS star. Now broadcasting from 1:45 to 2 p.m. Mondays, Wednesdays, Fridays. Organ accompaniment. Pulls up to 400 letters a day.
"Women in the News" by Nancy Osgood, is a feature of proved popularity. This former stage star has charming voice and keen sense of what women want to know. Society, sports, Hollywood, styles. Mondays through Fridays, 1:30 to 1:45 p.m.
Harold True, Michigan's ace news narrator, broadcasts "Tomorrow's Headlines" every week night at 10:00. Forceful, fresh. United Press script. Also available for dinner hour "Day In Review". A noon news period is also open.
"Junior Matinee", features 11 to 16-year old graduates from WXYZ's famous Baby Stars. They perform like seasoned troupers Tuesdays and Thursdays, 5:15 to 5:30 p.m., to a large audience of kids and grownups. The tops in sparkling entertainment, easily commercialized.
Betty Barton's "Happiness House" cleverly conveys labor-saving ideas to Michigan's housewives. Informative, helpful entertaining. Announcer stooge. This period, 11:15 to 11:30 a.m., available as unit or on participating basis at $20 per 100 words.
Richard Rolland, romantic baritone, now doing "Music in the Morning," 11 to 11:15 a.m. Mondays, Wednesdays, Fridays. Tremendously popular with women listeners. Many insist he out-Crosbys Bing himself! Appears with Strellers orchestra.
Alvin Hamer capitalizes on listeners' interest in books. Two weekly quarter-hours, Mondays, 2:30 p.m. and Thursdays, 6:15 p.m. A full year has built a large and receptive audience, ideal for institutional goodwill and sales.
Harry Golden's 6:30 to 8 a.m. "Breakfast Club" is Detroit's established wake-up-and-supper. Weddings, party necessities, listener ideas, fresh recordings. Big puller for food, drug, or other family items. Available complete or in smaller units.
WXYZ
DETROIT
KING-TRENDLE BROADCASTING CORPORATION
300 Madison Theatre Building · · Detroit
Eastern Office: 550 Chanin Building New York
Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago
Western Office: Russ Building San Francisco

XUM

Stepping Out! ... *with* AMARILLO, TEXAS



KGNC stepped out in June with an ultra-modern new studio —a vest-pocket **Radio City!**

Amarillo stepped out in May to lead all Texas cities in business gain over May 1936—a 40% increase!

Together, KGNC and Amarillo are a swell pair—
GO PLACES WITH THEM!

NBC OUTLET

FOR THE PANHANDLE PLAINS!

KGNC THE NEWS-GLOBE STATION, AMARILLO, TEXAS
WILSON-ROBERTSON, INC., REPRESENTATIVES

Fall Spot Accounts Aim Toward Record

Disc and Labor Issues Only Dark Spots On Horizon

(*Continued from page 17*)

will carry the spot announcements. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

D & M Finance Co., Chicago
Will use spot announcements on 10 stations this fall for silverware. First United Broadcasters Inc., Chicago, is agency.

Delaware, Lackawanna & Western Coal Co., New York
Will use transcribed versions of its network program, *The Shadow*, in a few markets to advertise Blue Coal. Ruthrauff & Ryan Inc., New York, handles the account.

de Elorza Cosmetics Inc., Hollywood
After a test campaign on KFWB and KEHE will extend radio activities to other sections of the Pacific Coast in fall, using spot announcements and programs, placing through Continental Adv. Service, Hollywood. Products are Maillards beauty lotions.

Devoe & Raynolds Co. Inc., N. Y.
Will start spot campaigns for two of its subsidiaries in September. Wadsworth-Howland & Co., Malden, Mass. (Bay State Paint), will use 13 five-minute transcriptions on 11 New England stations. Peaslee-Gaulbert Co., Louisville (P-G Paint) will use 13 one-minute discs on 37 stations in the south. Agency is J. Stirling Getchell Inc., New York.

Durkee Famous Foods Inc., Chicago
Using spot announcements on four stations and plans to add about 20 stations this fall for its margarine and coconut. C. Wendel Muench & Co., Chicago, is agency.

F & F Laboratories, Chicago
Will start one-minute spot announcements and chain breaks on a nationwide scale this September. About 50 stations will probably be used. Blackett-Sample-Hummert Inc., Chicago, is agency.

Dr. Peter Fahrney Co., Chicago
Off the air now but may return in September using minute discs on a few stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Fels & Co., Philadelphia
Will keep its Fels-Naptha transcriptions of the *Tom, Dick & Harry* MBS programs on WCSH, KGW, KOMO and KHQ three times weekly through the fall and will also continue its live talent show on WBOW. Other stations will probably be added. Account is placed by Young & Rubicam Inc., New York.

Folger Coffee Co., Kansas City
Currently using WBS quarter-hour transcriptions, *Judy & Jane*, five times weekly on 15 stations and plans to continue the same set-up this fall. Blackett-Sample-Hummert Inc., Chicago, is agency.

General Cigar Co. Inc., New York
May add to its present schedule of minute live and disc spots on five stations for William Penn cigars. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

General Foods Corp., New York
Will sponsor *House Divided*, a dramatic serial, on Don Lee Network five days a week for LaFrance laundry tablets through the fall. Sponsor will also continue participation in *Martha Deane's Hour* on WOR. Newark, three days weekly for Minute Tapioca. Both programs are placed through Young & Rubicam Inc., New York.

General Mills Inc., Minneapolis
Currently using half-hour transcriptions five times weekly on 20 stations. *Betty & Bob*, one of the shows on the General Mills coast-to-coast CBS hour, takes up one quarter-hour of the transcription while *Hymns of All Churches* and *Betty Crocker*, also on the *General Mills Hour*, occupy the other 15 minutes of the transcriptions. RCA Mfg. Co., Inc., Chicago, made the discs.
In addition to returning on NBC this fall for Wheaties with *Jack Armstrong*, will place quarter-hour transcribed versions of the program five times weekly on a list of stations as yet unselected. Blackett-Sample-Hummert Inc., Chicago, is agency.

Graham-Paige Motors Corp., Detroit
Using one-minute announcements on WBZ-WBZA, WJSV, WISN and WOR and plans to continue this list with other stations to be added in September. J. Walter Thompson Co., Chicago, recently took over account.

Grant Watch Co., Chicago
Will use thrice-weekly chain breaks starting in September on WMT, KRNT and KSO and will start thrice-weekly time signals on WFBM; will continue daily time signals on WEMP. Morris & Davidson Inc., Chicago, is agency.

W. T. Grant Co., New York
This operator of a chain of 479 variety stores throughout the country, will start a transcribed variety program on 19 stations from coast-to-coast early in September, to continue through the fall, placed through N. W. Ayer & Son Inc., New York.

Griffin Mfg. Co., Brooklyn
Will sponsor broadcasts of the home games of the Ohio State University football team this fall on WCOL, Columbus, in the interests of its shoe polishes. Griffith B. Thompson, radio director of Bermingham, Castleman & Pierce Inc., New York, in charge of the Griffin advertising, said that no further purchase of football games was contemplated, but that the company would continue to sponsor its network program and its early morning broadcasts on seven midwestern stations throughout the fall.

Gruen Watch Co., Cincinnati
Will make transcriptions of its *Time of Your Life* programs on NBC for use in cities not reached by the network series. McCann-Erickson Inc., New York, is the agency.

Guaranty Union Life Insurance Co., Beverly Hills, Cal.
Has a twice-weekly news period *News Behind the Headlines* on 6 California Radio System stations (KEHE, KYA, KFBK, KWG, KMJ, KERN), and also on KMPC and KFWB. Will extend the series to include 100 stations nationally after Sept. 1, according to Stodel Adv. Co., Los Angeles agency handling account. Sponsor recently started using radio, having concentrated its advertising on newspapers in the past.

Hamlin's Wizard Oil Co., Chicago
Will start half-hour weekly transcriptions on 20 stations Nov. 1. Vanderbie & Rubens Inc., Chicago, is agency.

H. J. Heinz Co., Pittsburgh
Will sponsor Russell Pratt's children's program, five days weekly, on WTAM, Cleveland, until mid-fall at least, for Heinz Rice Flakes. Company may continue and expand transcription campaign for its strained baby foods, now being tested in two markets. Maxon Inc., New York, is agency.

Household Finance Corp., Chicago
Using live talent programs six times weekly on 25 stations, may increase the list in September. Programs vary from 15 minutes to full hour shows. BBDO, Chicago, is agency.

Huffmann-Holmes Co., Los Angeles
Recently conducted a 13-week test on KFWB and KEHE for H & H foot exerciser. Now making up a list to include several western stations, using transcriptions. Advertising Arts Agency, Los Angeles, has account.

Illinois Meat Co., Chicago
Used quarter-hour programs daily except Sunday last year and will use as many or more stations this fall for Broadcast corned beef hash. George H. Hartman Co., Chicago, is the agency.

Independent Grocer's Alliance, Chicago
Currently using station in Portland and Bangor, Me., will place *Girl in a Million* transcriptions on 20 stations in mid-September. The quarter-hour program will be sponsored by the local IGA wholesalers. Charles Daniel Frey Co., Chicago, is agency.

International Harvester Co., Chicago
Started daily one-minute announcements on 25 stations the week of July 26 on 25 stations for tractors. The series will run for six weeks. No definite plans have been formulated yet for fall. Aubrey, Moore & Wallace Inc., Chicago, is agency.

Ironized Yeast Co., Atlanta
Will start a quarter-hour recorded variety show in September on 30 or 40 stations throughout the country for its yeast tablets, to be placed by Ruthrauff & Ryan Inc., New York.

James Mfg. Co., Ft. Atkinson, Wis.
Will start one- and two-minute spots on about six stations in September for its farm equipment. In addition to WLS, other stations will be in Wisconsin, Minnesota and Iowa and in Kansas City, Fort Wayne, Dayton, and either Rochester or Schenectady. Wade Adv. Agency, Chicago, handles account.

Kellogg Co., Battle Creek, Mich.
Will use football broadcasts to advertise its cereals, but on a smaller scale than Atlantic Refining Co. Ten or a dozen stations will probably comprise the list, unless present plans are changed. N. W. Ayer & Son Inc., Philadelphia, is in charge.
Has recently renewed *Sisters of the Skillet* on WJZ, New York, three nights a week, to run until mid-October, when it will probably be extended to network presentation. Agency is Kenyon & Eckhardt Inc., New York.

Kester Solder Co., Chicago
Now on WSM and may add additional spots this fall. Aubrey, Moore & Wallace Inc., Chicago, is agency.

Klingtite Products Co., Hollywood
Will double its radio advertising appropriation by Sept. 1 and an extensive spot and program Pacific Coast campaign is being planned through Allied Adv. Agencies Inc., Los Angeles.

Kosto Co., Chicago
Will use one-minute live announcements three to six times weekly on eight stations beginning Sept. 15 for its dessert. Stations will be confined to metropolitan sections in the Midwest. Perrin-Paus Co., Chicago, is the agency.

Kraft-Phenix Cheese Corp., Chicago
Now using one-minute spot announcements three to five times a day on WRC, WGAR, WTAM, WFBM, WBOW, WOWO, WGBF, WHIO, WBNS, WTAX, and KWK for O-kedoke popcorn. Other stations will shortly be added in Pittsburgh, Rochester and Buffalo. J. Walter Thompson Co., Chicago, is agency.

Lambert Pharmacal Co., St. Louis
Currently testing a quarter-hour live show twice weekly on WDAF, and will start an extensive coast-to-coast spot campaign this fall for its shaving cream. Transcriptions of the Kansas City program, *Home Sweet Home With Variations*, may be used. H. W. Kastor & Sons Adv Co. Inc., Chicago, is agency.

Larus & Bro. Co., Richmond
Will continue the *Alias Jimmy Valentine* transcribed serial which was started in July for Edgeworth tobacco and Domino cigarettes through the fall, and will probably expand the list of stations. Program is placed through Blackett-Sample-Hummert Inc., New York.

Laundry Owners Natl. Assn., Joliet, Ill.
Planning to use spot this fall, with stations and type of program not yet set. BBDO, Chicago, is agency.

Lavena Corp., Chicago
This Quaker Oats subsidiary will continue quarter-hour live program on one station, with the possibility that others may be added. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Thomas Leeming & Co. Inc., New York
Will use time signals during the daytime in 10 or 12 markets, with perhaps a news broadcast in New York, to advertise Baum Bengue this fall. Business is placed through William Esy & Co. Inc., New York.

(*Continued on page 48*)

Drawn for BROADCASTING by Sid Hix

"His Fan Mail Has Doubled Since We Built That Special Mike For Him."

WKY SCORES BIG HIT WITH BROADCAST FROM OKLAHOMA'S "BIG HOUSE"

PRISON BAND—Because these men practice all day while fellow inmates' work in the prison furniture, overall or shoe factories, their part of the program was plenty smooth and snappy.

FEMININE TOUCH—From the women's building a mile from the main prison came two women prisoners to add a vocal duet to the hour-long program.

VOCALISTS, NOVELTIES—Among the prison's 3,500 inmates were found many experienced vocalists and many surprising mike-worthy novelties.

MUSICAL VARIETY—Four separate instrumental combinations gave the show everything from Sousa to swing . . . brass, hill-billy, jug and swing bands.

BOOKED for a one-night stand on June 12th, WKY's one-hour broadcast from behind the walls of Oklahoma's state penitentiary turned into a complete, all-around click. Another was promptly scheduled for July 10th; still another is set for August 7th.

From a seat in the air audience, the shows were tops in entertainment and showmanship. As a vehicle for acquainting Oklahoma with the earnest rehabilitation efforts being carried on in its penal institutions, the programs were high in public interest. Most notable, yet unexpected, was the striking morale-building effect of the programs on the entire prison population, a subject of enthusiastic commendation from prison and state officials.

Here is another sample of how WKY goes out of its way, turns off the beaten path, to serve public interest and give its audience something fresh and novel in entertainment. Such are the accents in programming that keep WKY the most listened-to station in Oklahoma and make it the station on which your sales story gets the most attention and the best hearing.

OKLAHOMA'S "BIG HOUSE"—Using the prison mess hall as a studio, WKY piped the full hour show 120 miles from McAlester to Oklahoma City. More than 75 inmates comprised the all-convict cast. A thousand inmates were permitted to sit in on the show.

LEFT: The show on the air with a studio audience of 1,000 inmates.

RIGHT: Using a ketchup jug and megaphone, Buster scored the novelty hit of the show.

EXTREME RIGHT—Jack Woodruff, with Hollywood recognition as a composer of cowboy songs, was another program highlight.

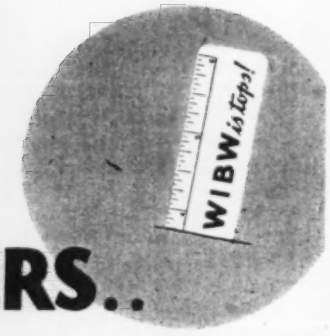
WKY

OKLAHOMA CITY

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

XUM

By the Yardstick of



LISTENERS..

NO QUESTION ABOUT IT! WIBW *has* the Kansas farm and small town LISTENERS. And they're folks who ACT and BUY as well as listen!

Proof? Stacks of it—every day—right in WIBW's busy mail room. Stacks of MAIL with inquiries, orders, money, checks (many signed but not filled in)! Measure WIBW with ANY yardstick you choose—for COVERAGE, for LISTENERS, for RESULTS. Then give WIBW the job of selling Kansas—with its bumper wheat crop buying power—for YOUR product. Mister, you'll have a REAL JOB DONE!

Don Searle
GEN. MGR.

WIBW
THE VOICE OF KANSAS
CAPPER PUBLICATIONS
TOPEKA

Record Fall Spot Season Seen

(*Continued from page 46*)

Lever Bros. Co., Cambridge, Mass.
Will continue its extensive chain-break announcement campaign for Spry, placed through Ruthrauff & Ryan Inc., New York.

Lewis-Howe Medicine Co., St. Louis
Will continue and possibly expand quarter-hour and minute discs on 15 stations for Tums. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Libby, McNeil & Libby, Chicago
Using foreign language programs on WGES, WJBK, and KGFJ. Will probably continue with same setup this fall. J. Walter Thompson Co., Chicago, is agency.

Little Crow Milling Co., Warsaw, Ind.
Using quarter-hour children's program on WLS six times weekly and will continue the series this fall. Plans to add quarter-hour children's programs six times weekly for Coco Wheats on WJR, KDKA and WGY. Rogers & Smith, Chicago, is agency.

Longines-Wittnauer Co., New York
Will use from one to a dozen time signals, announcements and chain breaks a day on approximately 50 stations throughout the country in a fall campaign for Longines watches, placed through Arthur Rosenberg Co. Inc., New York.

P. Lorillard Co., New York
Has been sponsoring a series of sports summaries on WGN, Chicago, and the Michigan Network, for its various tobacco products and now is considering expanding this type of advertising to include other markets, but has no definite plans as yet. The half-hour Sunday morning Italian program for Old Gold cigarettes on WOV, New York, which has been on for a year and a half, will be continued. Account is handled by Lennen & Mitchell Inc., New York.

Maltex Cereal Co., Burlington, Vt.
Will participate in home economics programs on about eight stations in New England, New York, Pennsylvania, Ohio and Michigan in a fall campaign for Maltex, placed through J. M. Mathes Inc., New York.

Mantle Lamp Co., Chicago
Has completed its station list for fall, starting on 55 stations Sept. 27 using quarter-hour programs from one to six times weekly. Both live talent and transcriptions will be used. Presba, Fellers & Presba Inc., Chicago, is agency.

Mayflower Stations Inc., White Plains, N. Y.
This chain of service stations will continue its three-a-week safety series on WFAS, placed through J. Stirling Getchell Inc., New York.

McKenzie Milling Co., Quincy, Mich.
Will start quarter-hour program daily except Sunday over WLS, Chicago, Oct. 18. Considering a quarter-hour daily except Sunday on WRVA, Richmond, in October. Rogers & Smith, Chicago, is the agency.

McKesson & Robbins, Bridgeport
Will continue and possibly expand minute transcriptions on to stations for Pursang tonic. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

W. F. McLaughlin & Co., Chicago
Now on WLS, may add other stations in Midwest this fall for Manor House coffee. Earl Ludgin Inc., Chicago, is agency.

Miles Laboratories, Elkhart, Ind.
Will start *Comedy Stars of Broadway* transcriptions, featuring different popular comedians each program, on 25 stations in mid-September for Alka-Seltzer. The thrice-weekly transcriptions are being cut by WBS, New York. In addition, Alka-Seltzer will continue with quarter-hour news broadcasts daily over KNX, daily except Sunday over WOWO. Wade Adv. Agency, Chicago, handles the account.

Montgomery, Ward & Co., Chicago
Using quarter-hour transcriptions on 75 stations and plans to add 25 more in September. The transcriptions, *Neighbor Jim*, are currently broadcast thrice weekly and will probably be broadcast five times weekly this fall. NBC Transcription division, New York and Chicago, cut the program with Lord & Thomas, Chicago, producing the show. Local stores are placing the business direct.

Morton Salt Co., Chicago
Will start one-minute announcements on 15 stations in November. In addition, time will also be bought on barn dance programs of WLS, WHO, and WSM. Wade Adv. Agency, Chicago, has the account.

Murphy Products Co., Burlington, Wis.
Will continue with weekly half-hour programs on the WLS and WHO barn dances for its feed. Wade Advertising Agency, Chicago, has the account.

Mutual Citrus Products Co., Anaheim, Cal
Through Charles H. Mayne Co., Los Angeles agency, on July 26 started five-minute dramatized commercials, five times weekly, on KMBC and will extend the list of stations nationally by September. Sponsor will use the campaign to call attention to its canned citrus juices, orange marmalade and other products.

National Carbon Co., New York
Will launch a spot campaign for Eveready batteries about the first of the year. Yet to be settled are the type of program and scope of the campaign, which will be placed through J. M. Mathes Inc., New York.

National Leather & Shoe Finders Assn., St. Louis
Planning a spot campaign this fall with stations and type of spots not yet set. BBDO, Chicago, is agency.

New Departure Mfg. Co., Bristol, Conn.
Will start an announcement campaign late in September for its coaster brakes for bicycles, using chain breaks on the same 12 stations included in last spring's campaign with possibly a few additions. Lord & Thomas, New York, is the agency.

New York State Bureau of Milk Publicity
Will use 18 stations in the state to broadcast a series of one-minute dramatic transcriptions, recorded by RCA and placed through J. M. Mathes, New York, to start Oct. 1.

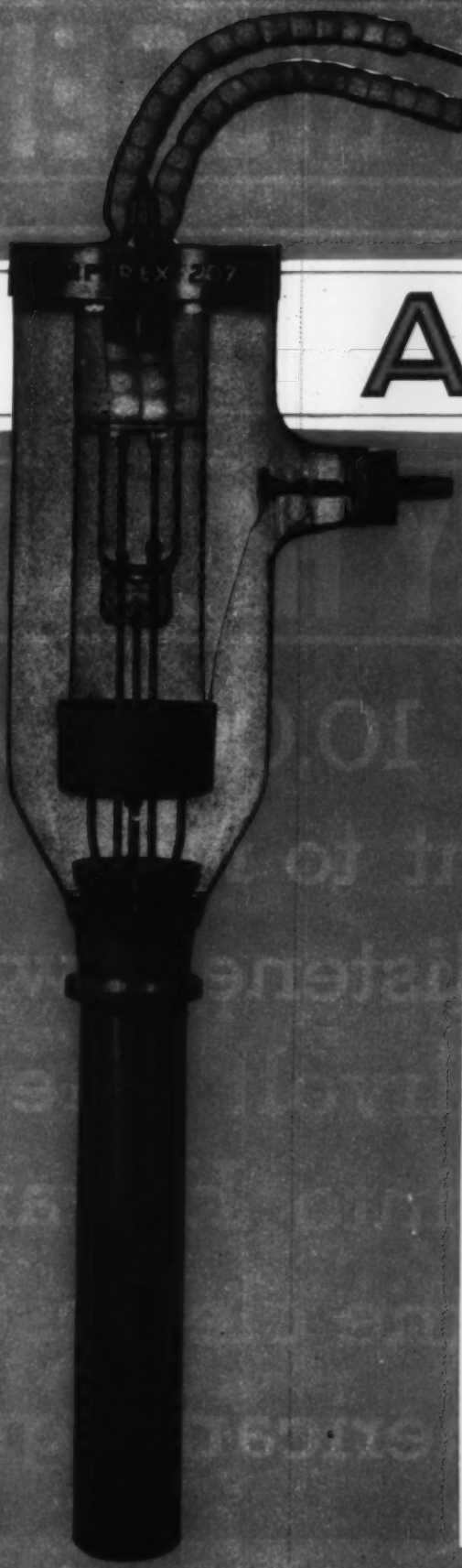
North American Accident Insurance Co., Newark
Will use 46 stations this fall in a spot campaign. Type, length and frequency of programs will vary with markets. Franklin Bruck Adv. Corp., New York, is in charge.

Northwestern Yeast Co., Chicago
Now sponsoring *Virginia Lee & Sunbeam* on WLS, Chicago, three quarter-hour periods weekly for Maca yeast, will start transcribed versions of the program on 15 West Coast stations in September. Southern and eastern stations will be used later after satisfactory distribution for the new fast-raising yeast will have been secured on the West Coast. RCA Mfg. Co., Chicago, is cutting the transcriptions. Hays MacFarland & Co., Chicago, is agency.

Nu-Enamel Paint Corp., Los Angeles
Planning a regional spot and program campaign for the fall which will include a dealer tiein, through Advertising Arts Agency, Los Angeles.

(*Continued on page 52*)

XUM



the New AMPEREX

WATER COOLED

TRANSMITTING and RECTIFYING TUBES

fine craftsmanship . . .
. . . expert workmanship

Qualities outstanding even upon casual examination, are true outward indications of the painstaking thoroughness, precision, and skill with which the new Amperex Water-Cooled tubes were designed, engineered and constructed.

Spacings and dimensions held to a fraction of a thousandth of an inch—vacuums down to almost immeasurable pressures are your assurance of unvarying characteristics, highly efficient operation and of extraordinary long life.

A partial list of the types available is shown below:

207	$350.00	220C	$290.00
846	300.00	228A	225.00
848	325.00	232B	480.00
863	325.00	214	300.00
891	325.00	222A	220.00
892	325.00	237A	435.00

AMPEREX ELECTRONIC PRODUCTS, INC.
79 WASHINGTON STREET BROOKLYN, NEW YORK

XUM

DOING A BIGGER
JOB FOR THE ADV
THE VERY RICH OH

Blasting 10,000 watts
and night to more than
million listeners within
half-millivolt line besi
roaring into Havana, C
with the clearest of a
American signals

XUM

R AND BETTER

OVERTISER IN

OHIO VALLEY..

atts day
han two
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a, Cuba
of all
als

L.B. Wilson

WCKY

XUM

Record Fall Spot Season Seen

(*Continued from page 48*)

Omar Bakeries, Omaha, Neb.
Currently using four stations for quarter-hour transcriptions *Your Home Town*, six times weekly. Omar Mills Inc. Omaha (flour) will use quarter-hour programs thrice weekly beginning in September on eight stations with the possibility that *Your Home Town* transcriptions may also be used. J. Walter Thompson Co., Chicago has both accounts.

Omega Chemical Co., Brooklyn
Will use announcements for Omega Oil, starting in August on WLW and adding about 50 other stations in September and October. Husband & Thomas Co. Inc., New York, is agency.

Oyster Shell Products Corp., New Rochelle, N. Y.
Now using announcements for poultry grit on a few stations and will increase its list to approximately 50 in the fall. Placed through Husband & Thomas Co. Inc., New York.

Pacific Gas & Electric Co., San Francisco
This California utility has increased the number of stations releasing its weekly dramatic program over the NBC from one to three for the late summer and fall seasons. Formerly heard only over KGO, San Francisco, the company's broadcast *Tales of California* is now released over KFBK, Sacramento and KMJ, Fresno, as well.

Penn Tobacco Co., Wilkes-Barre, Pa.
Does not plan any change in its use of news and sports programs in major markets for Kentucky Winners cigarettes. Agency is Ruthrauff & Ryan Inc., New York.

Piel Bros., Brooklyn
Will continue its news broadcasts on KNX, Los Angeles, and WAGF, Dothan, Ala., and its announcements on WAPI, Birmingham, for its beer. Handled by Kenyon & Eckhardt Inc., New York.

Pinex Co., Fort Wayne, Ind.
Will use announcements from 35 words up, on about 40 stations two to four times daily starting Oct. 1 for its remedy. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

Postal Telegraph Co., N. Y.
Will continue through the fall the campaign of announcements, time signals and news flashes started in July on seven stations, through Marschalk & Pratt Inc., New York.

Premier-Pabst Sales Co., Chicago
Using one-minute live announcements on 20 stations coast-to-coast once and thrice weekly, will continue with the same setup this fall. Morris-Schenker-Roth Inc., Chicago, is agency.

Princess Pat Ltd., Chicago
May extend weekly quarter-hour program, *Pat & Hank*, on WMAQ, Chicago, to other stations this fall. Half-hour *Princess Pat* dramas may be used on both Mexican and Canadian stations this fall. McJunkin Adv. Co., Chicago, is agency.

Procter & Gamble, Co., Cincinnati
In addition to sponsoring *Ma Perkins* over NBC-Blue in the morning and over the NBC-Red in the afternoon for Oxydol, sponsor is currently using a transcribed version of the network show on 35 stations. A few more stations may be added this fall for the quarter-hour transcribed show which is broadcast five times weekly. WBS, Chicago, is cutting.
Using a quarter-hour WBS transcribed show *Houseboat Hannah* on 14 stations, five times weekly for Lava Soap.
Currently using *Kitty Keene Inc.*, a quarter-hour five-time weekly WBS transcribed show on 25 stations for Dreft. Blackett-Sample-Hummert Inc., Chicago, has these accounts.

Procter & Gamble Co., Cincinnati
Will continue and possibly expand the following: Drene Shampoo—quarter-hour transcriptions on 25 stations; Kirk's Castile Soap — one-minute transcriptions on six stations; American Family Soap & Flakes, quarter-hour news broadcasts on one station. H. W. Kastor & Sons Adv. Co. Inc., Chicago, handles these accounts.

Provident Loan Society of New York, New York
Continues its sponsorship of the *Answer Man*, a quarter-hour program three evenings weekly on WOR, Newark, placed through McCann-Erickson Inc., New York.

Purity Bakeries Corp., Chicago
Now on 17 stations five times weekly with quarter-hour RCA transcriptions, *Hope Alden's Romance*, and will continue this fall with the same setup. Blackett-Sample-Hummert Inc., Chicago, is agency.

Radio Corp. of America, New York
Considering an announcement campaign to advertise the 10 point checkup of receiving sets given by RCA service men, but has not definitely approved the plan or selected any stations or times. Lord & Thomas Inc., New York, is in charge.

Regional Advisers Inc., New York
Will continue transcriptions to supplement its twice-weekly broadcasts on NBC, the discs being recorded from the *Mystery Chef* network programs. Series is placed by McCann-Erickson Inc., New York.

Reid Murdoch & Co., Chicago
Using time signal announcements varying from one to 15 a day, six and seven days a week, on 60 stations for Monarch food. Will continue the current schedule this fall. Rogers & Smith, Chicago, is the agency.

Reliance Mfg. Co., Chicago
Will use five-minute programs and quarter-hour transcriptions on 30 stations daily from Aug. 16 to 21 for a contest. This is in addition to the regular quarter-hour transcriptions currently on 30 stations for Big Yank shirts. A quarter-hour daily live show and a quarter-hour weekly live show are also on WLW and WLS respectively. About 20 stations will be used this fall. Mitchell-Faust Adv. Co., Chicago, is agency.

Richardson & Robbins, Dover, Del.
Will continue to advertise its food products with the *Revelers Quartette* on WJZ, New York, and with time signals on a list of eastern stations that may possibly be extended in the fall. Charles W. Hoyt Co. Inc., New York, is the agency.

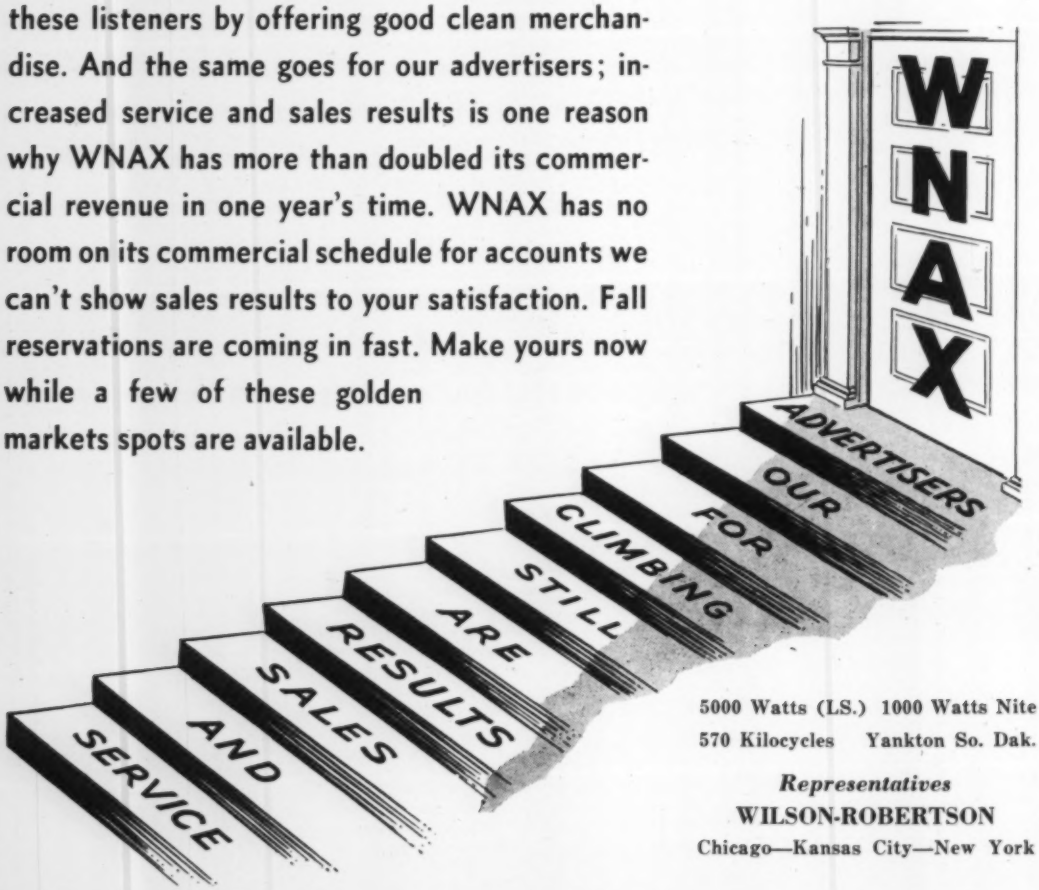
Rit Products Corp., Chicago
Using minute discs on two stations for its dyes. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Rival Packing Co., Chicago
Using time signals, news broadcasts and variety programs on five stations. Plans for fall will be made in August. Charles Silver Co., Chicago, is agency.

Schaeffer Pen Co., Ft. Madison, Ia.
Will start spot announcements varying from 35 words to one-minute on nearly 40 stations Aug. 16. Five-minute transcriptions will be used on WOR. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

(*Continued on page 54*)

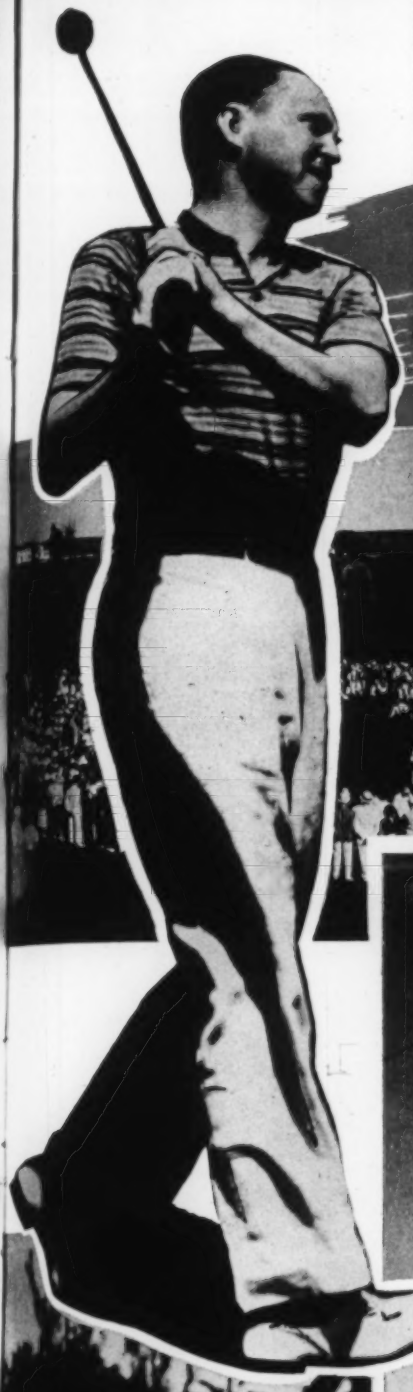
STEP—BY STEP WNAX has built an unusual large audience by offering the highest standard of service possible to our listeners, and step by step WNAX has built the confidence of these listeners by offering good clean merchandise. And the same goes for our advertisers; increased service and sales results is one reason why WNAX has more than doubled its commercial revenue in one year's time. WNAX has no room on its commercial schedule for accounts we can't show sales results to your satisfaction. Fall reservations are coming in fast. Make yours now while a few of these golden markets spots are available.



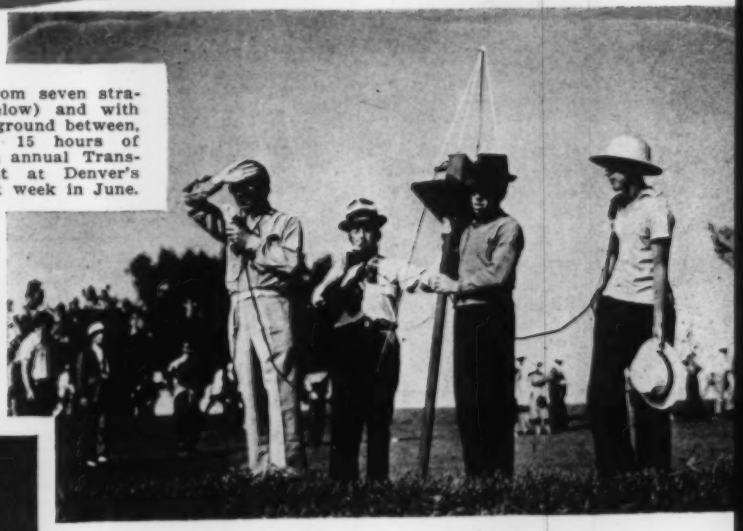
5000 Watts (LS.) 1000 Watts Nite
570 Kilocycles Yankton So. Dak.

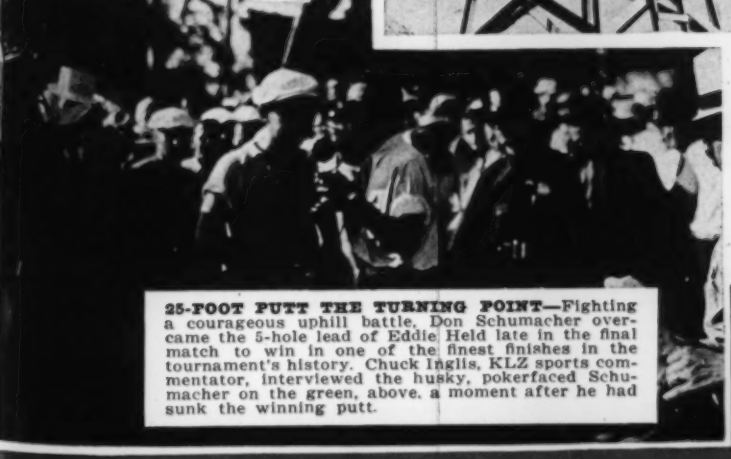
Representatives
WILSON-ROBERTSON
Chicago—Kansas City—New York

KLZ COVERS THE GOLFING FRONT



CALLING THE SHOTS—From seven strategically placed towers (below) and with pack set crew covering the ground between, KLZ broadcast exclusively 15 hours of match play during the 37th annual Trans-Mississippi golf tournament at Denver's Cherry Hills course the last week in June.





25-FOOT PUTT THE TURNING POINT—Fighting a courageous uphill battle, Don Schumacher overcame the 5-hole lead of Eddie Held late in the final match to win in one of the finest finishes in the tournament's history. Chuck Inglis, KLZ sports commentator, interviewed the husky, pokerfaced Schumacher on the green, above, a moment after he had sunk the winning putt.

Showmanly activity on all fronts keeps KLZ in the public eye and ear.

● Biggest golf show and swankiest social event of the season in the Denver region was the Trans-Mississippi golf tournament the last week in June.

KLZ covered it thoroughly and exclusively, adding another vivid chapter to the rapidly growing volume entitled "Community Service" which this station began writing when its present management took over two years ago.

KLZ's aggressive activity on all fronts, its continuous effort to sense and serve public interest along with its day-in and day-out fare of superior local and network entertainment have pushed this station into top position in listening preference in the Denver-Rocky Mountain region.

Entrenched in this solid position with listeners, KLZ is in a strong position to exert a vital influence in behalf of your product in this big, able-to-buy market.

KLZ *Denver*

● UNDER AFFILIATED MANAGEMENT WITH WKY OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY ● REPRESENTED BY H. KATZ SPECIAL ADVERTISING AGENCY

XUM

Record Fall Spot Season Seen

(*Continued from Page 52*)

S. A. Scherer Corp., Los Angeles
Covers California with branch auto loan offices and plans to increase its fall and winter spot announcement and time signal radio usage. Sponsor, through Allied Adv. Agencies Inc., Los Angeles, devotes practically its entire advertising appropriation to radio.

Schering Corp., Bloomfield, N. J.
Considering a fall spot campaign for Saraka laxative, but no decision has been made. Marschalk & Pratt Inc., New York, is the agency.

Schlitz Brewing Co., Milwaukee
Using quarter-hour transcriptions, *Schlitz Palm Gardens*, on 20 stations two and three times weekly; plans to add more stations this fall. McJunkin Adv. Co., Chicago, is agency.

Schutter-Johnson Candy Corp., Chicago
Will confine spot radio to New England territory for Old Nick candy. Only Yankee Network stations will be used, possibly the same three stations—WNAC, WCSH, WTIC. The business is placed direct.

Sheffield Farms Co. Inc., New York
Plans to keep on sponsoring *Billy & Betty* five nights weekly on WEAF, New York, for its dairy products. N. W. Ayer & Son Inc., New York, is in charge.

Sherwin-Williams Co., Cleveland
Will use around 50 stations to broadcast announcements and participations for the companys paints this fall. Agency is T. J. Maloney Inc., New York.

Simmons Co., Chicago
Will start an announcement campaign for its mattresses late in August, using station break announcements nightly except Saturday on 37 stations from coast to coast. J. Walter Thompson Co., New York, is in charge.

Skelly Oil Co., Kansas City, Mo.
Currently using one-minute spots and quarter-hour programs on a few stations, will probably drop the one-minute spots and concentrate on quarter-hour programs, adding to the list of stations. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Snow King Baking Powder Co., Cincinnati
Will continue and may increase minute live and disc announcements on 12 stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Snugfit Sales Co., Los Angeles
Has been using a five-minute weekly transcription serial on KVI, Tacoma and WJAY, Cleveland, for several months for its dental plate material. Will extend its radio activities nationally in fall. Record Adv. Agency, Los Angeles, has the account.

Sobol Bros. Service Stations Inc., New York
This chain of gasoline and automobile accessory stores will continue its daily sports review on WMCA, through the fall. Account is handled by J. Stirling Getchall Inc., New York.

Socony-Vacuum Oil Co. Inc., New York
Will sponsor broadcasts of the Yale football games this fall on the Yankee Network and WMCA, New York, and also continue its daily 15-minute sports reviews on WSYR, WBEN, and WHEC, and series of five-minute news programs three times a day on WOKO. J. Stirling Getchell Inc., New York, is the agency.

Soil-Off Mfg. Co., Glendale, Cal.
Through Jefferson K. Wood Adv., Los Angeles, is contemplating a regional campaign, using spot announcements on various Pacific Coast stations in fall.

Sperry Flour Co., San Francisco
This General Mills subsidiary, already a heavy air advertiser, is doubling its time on NBC for the fall season. The company has purchased five afternoon periods on the NBC-Pacific Red network, 1:30-2 p. m. During the second half of this period it is presenting a new dramatic serial *Gloria Gale*. The first half varies daily. Sperry also has a show called *Night Special* heard Mondays, 9:30 p. m. Westco Advertising Agency has the account.

Standard Oil Co. of New Jersey, New York
Will continue its four daily broadcasts of news on a dozen stations in the East. Agency is Marschalk & Pratt Inc., New York.

Star Outfitting Co., San Francisco
Has consistently used spot broadcasting for the last five years and the 1937 appropriation for radio is 33-1/3% greater than last year.

Sterling Casualty Insurance Co., Chicago
Will make up their fall schedule soon. Thirty stations were used last year with spot placements varying from announcements to half-hour programs and transcriptions. Frankel-Rose Co., Chicago, is agency.

Strasska Laboratories Inc., Los Angeles
A consistent user of radio time, will increase activities in the fall, using both quarter-hour live talent programs and transcriptions on Pacific Northwest and California stations for its toothpaste, placing through Glasser Adv. Agency, that city.

Sunbeam Laboratories, Los Angeles
After a seven-day time signal announcement test campaign on KNX, is planning an extensive fall campaign through Ivar F. Wallin Jr. & Staff, Los Angeles agency for its Nailife. Campaign is to start on the West Coast with stations being added nationally.

Swift & Co., Chicago
Using announcements on WCAU, KOA, WOR, KDKA, WOW, WFBL and KSTP, and plans on using 50 stations this fall. Meats, Brookfield butter and All-sweet Margarine will be promoted in the commercials, but only one product on a station. J. Walter Thompson Co., Chicago, is agency.

Tide Water Oil Co., New York
Will continue through the fall the various news, sports reviews, and inquiring reporter programs it currently sponsors on the Yankee network and seven independent eastern stations for Tydol and Veedol. Lennen & Mitchell Inc., New York, is agency.

United Airlines, Chicago
Using spots on KFI and KFRC. No additions likely this fall. J. Walter Thompson Co., Chicago, is agency.

United Drug Co., Boston
Will use radio in October to advertise its semi-annual One Cent Sale, placing a series of five quarter-hour transcriptions on some 200 stations to be broadcast the week of the sale in each market. Placed through Street & Finney Inc., New York.

Utility Engineering Institute, Chicago.
Will launch extensive campaign this fall on approximately 30 stations for its air conditioning correspondence courses. First United Broadcasters, Chicago, is agency.

Super Salesman

C. B. ARNOLD, general manager of KINY, Juneau, Alaska, visited in New York, was interviewed on the *Molle Voz Pop* program. He told Johnson and Butterworth that he sells electric refrigerators to Eskimos over the air.

Vernor's of California Inc., Los Angeles
Started July 15 a 30-day test campaign on KMTR using a daily quarter-hour of recordings, through Allied Adv. Agencies Inc., Los Angeles, and is planning an extensive transcription serial campaign in the the 11 western states, to start early in September. List is now being made up.

Walker-Gordon Laboratory Co., Plainsboro, N. J.
Will keep Gretta Palmer, feminine commentator, on WOR, Newark, twice weekly through the fall in the interest of its acidophilus milk. Young & Rubicam Inc., New York, handles the account.

Wander Co., Chicago
In addition to returning to NBC this fall with *Little Orphan Annie* for Ovaltine, will use quarter-hour transcriptions of the network show five times weekly on a list of stations currently being made up. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Ward Baking Co., New York
Will continue to sponsor the five-a-week news broadcast of *Bob French* on WHKC, Columbus, and the five weekly society news periods of *Nancy Nash* on WJAX, Jacksonville, which have been on the air for Ward's bread for the last three years. This company may also use one or more major eastern stations to test a proposed national campaign during the fall. Fletcher & Ellis Inc., New York, is the agency.

Washington State Apples Inc., Wenatchee
This J. Walter Thompson Co. account making up its list for a fall spot campaign to start in September.

Welch Grape Juice Co., Westfield, N. Y.
Will continue and possibly expand minute discs on 10 stations and quarter-hour discs on six stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Western Growers Protective Assn., Los Angeles
To start a national spot campaign in September, in the interest of iceberg lettuce, placing through J. Walter Thompson Co., that city.

Willard Tablet Co., Chicago
Will use spot announcements on 50 stations starting in September. First United Broadcasters, Chicago, is agency.

Wilson & Co., Chicago
Plans to continue 35-50 word announcements six times weekly on KOMA, Oklahoma City, participation in the *Marjorie Mills* program on the Yankee network and three weekly quarter-hour live programs on WGN. Other stations may be added in fall including participation in woman's program conducted by Mrs. Frances Troy Northcross, head of the home economics department of the *Washington* (D. C.) *Herald*, over WOL. U. S. Adv. Co., Chicago, has account.

Wincharger Corp., Sioux City, Ia.
Will start one, five and 15-minute transcriptions on 15 stations two and three times weekly in September. Wincharger Corp. is a subsidiary of the Zenith Radio Corp., Chicago. Hays MacFarland & Co., Chicago, is agency.

STORES ACTIVE IN CHICAGO

Many Big Merchandising Houses in the City Are Enjoying Success With Broadcasts

CHICAGO department stores have been enjoying unusual success on the air. Not only is this true of the large loop department stores but of the smaller outlying stores as well. Marshall Field & Co., the pioneer in the field, only recently celebrated its seventh anniversary on the air having broadcast a two-hour morning recorded program continuously six days a week since April 7, 1930. A half-hour period four mornings a week is devoted to Marshall Field's Store for Men. Aubrey, Moore & Wallace Inc. is the Marshall Field agency.

In contrast to Marshall Field's semi-promotional firm is Goldblatt Bros., a promotional-type store. A few weeks ago Goldblatt's signed a 52-week renewal of its full-hour morning recorded program on WGN. The program started in May, 1936 and has proven highly successful. Operating nine stores in outlying sections and suburbs of Chicago, the chain store during the past year bought the loop Davis Store for its tenth outlet.

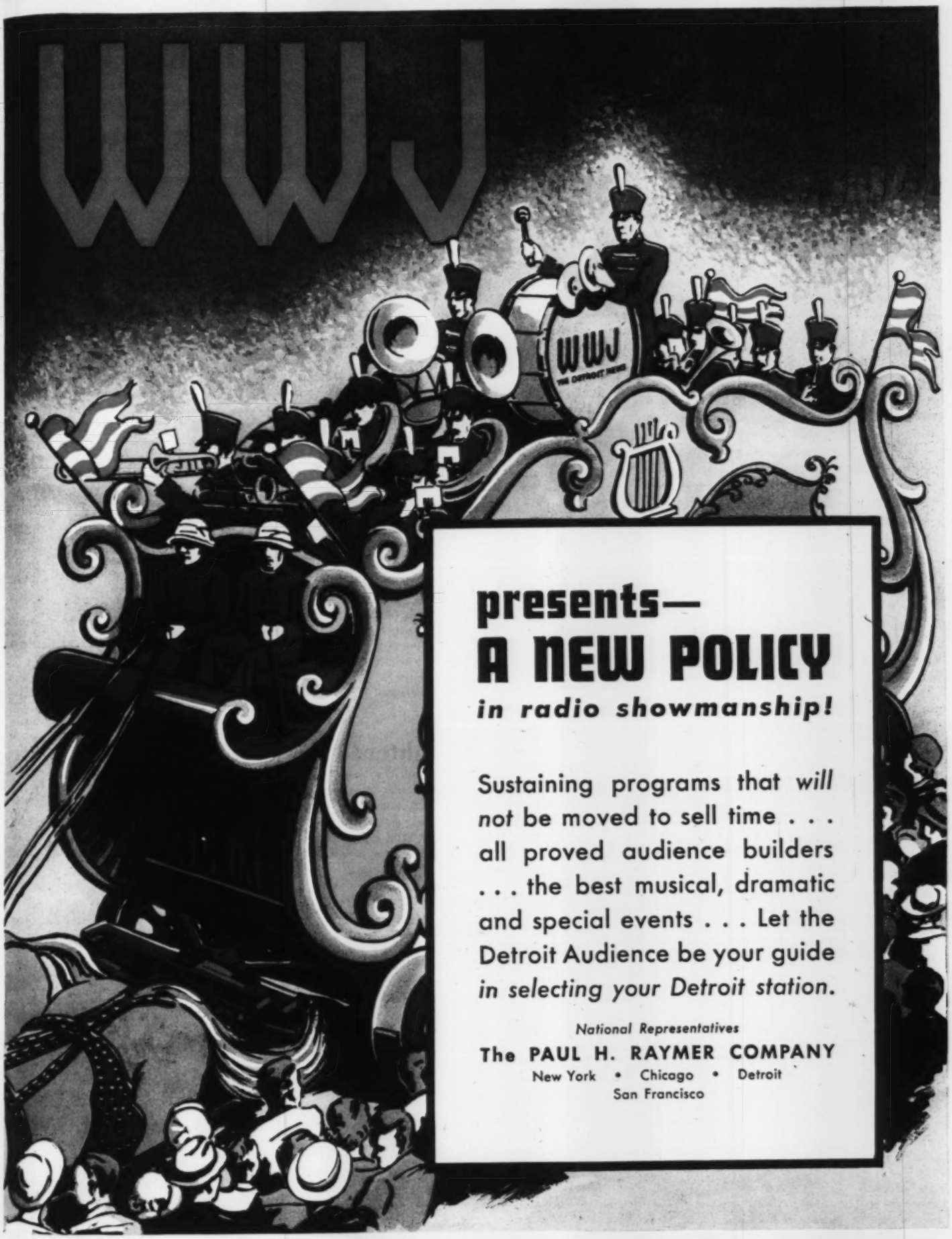
Wieboldt's, another chain of department stores, with six stores in metropolitan Chicago, has been sponsoring an hour recorded program on WMAQ for the past year with successful results. Radio has played a prominent part in the store's effort to become better known as a semi-promotional type store rather than purely a bargain store. Needham, Louis & Brorby is the Wieboldt agency.

Perhaps one of the greatest retail store successes in Chicago is that of the Morris B. Sachs store [BROADCASTING, May 1]. A comparatively small store on the South Side, this retail credit firm in 1936 did approximately $1,500,000 business. So effective has radio advertising been for this credit clothier that he has absolutely been forced to curtail his radio schedule because it is physically impossible to handle the crowds adequately. Schwimmer & Scott handles the Sachs account.

Another credit clothier, Goldberg's, with two South Side stores, has been consistently successful with radio advertising. This firm sponsors one of the largest local programs in Chicago, a two-hour Saturday night show, *The Nutty Club* over WBBM featuring an orchestra and numerous guest stars. Goldberg's as usual was planning to take the *Nutty Club* off the air during July and August and return in September with a condensed one-hour version which will be broadcast weekly instead of semi-monthly. Julian Frank agency handles the Goldberg account.

Numerous other Chicago retail firms have found radio their best advertising medium. Included among these is Gordon's Credit Clothing Co., the Gray-Newart Co., the Erie Clothing Co., and the Kelly Clothing Co.

XUM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THE DETROIT NEWS
presents—
A NEW POLICY
in radio showmanship!
Sustaining programs that will not be moved to sell time . . . all proved audience builders . . . the best musical, dramatic and special events . . . Let the Detroit Audience be your guide in selecting your Detroit station.
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Anning Prall

AT HIGH NOON July 26, some 700 broadcasting stations were stilled for one minute, paying silent tribute to Anning S. Prall, chairman of the FCC and a public servant for more than two decades. The broadcasting industry thus mourned the passing of one of radio's outstanding personalities, and the radio listening public was made aware of its own great loss. For not only the industry but the public owed a real debt to Anning Prall.

From the day he became a member of the FCC nearly three years ago, Anning Prall kept the mandate of public service uppermost in mind. It was he who, conducting a lone campaign of "moral suasion" when the FCC's scope of authority remained in doubt, induced the broadcasters voluntarily to clean house and alter their program structures in accord with good taste. He found the industry readily cooperative because his motives were honest, his ideals clear and his methods democratic.

Undaunted by the fire of self-serving opponents, Anning Prall confidently followed the course of his own convictions in what is probably as complex an executive task as confronts anyone in official Washington. He knew, as everyone knows, that the broadcasting and communications structures were not perfect, and that Uncle Sam's good offices were needed to help them through their growing pains stages. He staunchly defended, because he earnestly believed in, the American system of radio. Yet he never kept the public's interest out of mind. It was always first and foremost.

Anning Prall was best described by his host of friends as a "regular fellow." No one laughed more heartily over a good story or could tell one with greater gusto. He loved life and he loved life's little things while doing big things. Tribulations of recent months may have hastened his passing, but he always maintained the good humor which was his most marked characteristic. Everyone who knew Anning Prall had to respect him for his essential decency and his integrity. Those who came into close contact with him, while sorrowing with his family and realizing that the Radio Utopia he envisioned to meet the desires of all Americans was far beyond his time, feel that his task was well done while he lived and that his name should be boldly and proudly inscribed upon the permanent log of Radio.

How's Business!

IT'S FINE, thanks, reply several hundred station managers, for the autumn of 1937 will make a lot of radio history, judging by preliminary reports from a hundred agencies placing a substantial amount of national spot business. Already time buyers are angling for favorable spots in desired markets and many stations are feverishly juggling programs in an effort to find room for all who would contract for their facilities.

But while the outlook is rosy at the moment, there are two possible sources of fall trouble—transcription demands of musicians and the general labor unrest. If these issues are disposed of amicably, station managers will feel free to plan for a busy autumn.

The current summer is a record-breaker, as predicted in these columns early in the spring [BROADCASTING, April 1]. The coming fall will see a big improvement, with the result that the close of 1937 will record perhaps a 50% increase in spot and a 30% increase in total volume over 1936.

For the Slaughter?

WHILE the administration and the proponents of newspaper separation from the ownership of radio stations are withholding their fire due to their concentration on more important national issues, the FCC blithely continues to grant new stations liberally to newspaper and publishing interests. Some 15 of the 31 new station authorizations so far this year have newspaper or publisher control or partial control behind them. Last year the figure was something like 20 out of 57.

It is true some of the FCC examiners have been looking more and more askance upon newspapers as owners of stations in reports urging against new grants or purchases, but the fact is the Broadcast Division does not seem to be pursuing any such policy. Indeed, the Division seems to be pursuing no particular policy whatever along that line, probably awaiting the will of Congress not yet expressed except in sporadic outbursts. The examiners propose; the Commission disposes just as it pleases, more than often reversing those examiners.

It is difficult for us to believe that these new newspaper comers into the radio fold are being prepared, like lambs, for a slaughter. Yet these are days of queer political developments, and it is a foolish owner or stockholder in a radio station, who happens also to own or have an interest in a newspaper, who can sit back calmly and think the issue has been solved. President Roosevelt's word might solve it, but he hasn't spoken out openly on the subject yet. Senator Wheeler has been busy fighting the Supreme Court plan during which he has broken with the President, whose tacit consent he is supposed to have had for his original divorcement idea. Rep. Wearin hasn't formulated a clearly defined plan, his bill being admittedly loosely drawn.

Thus, all seems to be quiet right now on the newspaper ownership front—except for the fact that the newspapers are increasing their radio holdings slowly but surely.

Subject To

EVEN a horse trader knows pretty well what he's getting—most of the time, at least— if he's on the buying end of the deal. But the buyer of spot time has a harder time doing a professional job of dickering than any purchaser of equine flesh, in the opinion of Ned Midgley, of BBDO, who buys spot time in large chunks for many clients, and who contributes an article to this issue of BROADCASTING.

Among the worries that confront spot buyers are those "subject to's" that appear in lists of available time and in time contracts. Some of them are like Aunt Mathilda's distrust of anything in pants—there's nothing to be done about it. Among such annoyances to time buyers are Acts of God, removal for network programs, daylight saving time.

Then there are two in particular that make the strongest-willed time buyer bump his head against the wall. They are "subject to baseball game interruptions" and "subject to the whims and slipshod handling of the individual stations."

The "whim" thing is full of pink cheeks for many a station and as for "slipshod handling", it really happens and Mr. Midgley is pleased to offer some pertinent exhibits in the form of case histories.

Incidentally, he would be delighted if rate cards and discounts could be standardized.

Outside of those complaints, Mr. Midgley thinks radio is fine. He gives the impression that he thinks a lot of the medium and merely wants to tell it the facts of agency and sponsor life.

The RADIO BOOK SHELF

BASED on two years of research, *Radio Advertising in Australia*, (Angus & Robertson Ltd., Sidney $7.50) covers all phases of the broadcast sponsorship problem in that country. The author, W. A. NcNair, is director of the J. Walter Thompson Co. interests in Australia. Everything from programming to market information is included, along with a number of tabular features.

STRICTLY and profusely technical is *Fundamentals of Vacuum Tubes*, by Austin V. Eastman, MS, assistant professor of electrical engineering, University of Washington (McGraw-Hill Book Co., New York, $4). Basic theory underlying the operation of all types of tubes, radio and industrial, is covered.

XUM

We Pay Our Respects To —

RICHARD HAYWOOD MASON

EVERYBODY knows the one about what the Governor of North Carolina said to the Governor of South Carolina and how they polished it off with a bourbon, suh. The radio counterpart of that tale is what the manager of WPTF, in North Carolina, said to the manager of WIS, in South Carolina, and how they polished it off with a combination rate.

For about a year the Carolina Combination has been functioning. The managers of the stations will attest that it has been a worthwhile venture. On the North Carolina side (Raleigh) was Richard Haywood Mason, while G. Richard Shafto did the honors for South Carolina (Columbia). Real Southern gentlemen, both, they are among the best known of the younger generation of executives in this youngest of major industries.

At this writing we essay the story of the North Carolinian, who on Aug. 10 punches his natal calendar at the thirtieth notch. And it was just three years ago—at the age of 27—that he took over the helm of WPTF, having been elevated from program director. But he had been in every branch of radio operation except engineering from the time he broke in as a "lunch hour announcer" in 1928.

Around Raleigh way, the folks figure that when television makes the grade WPTF will be all set. That's because Dick Mason is one of the best looking young fellows in town—and they run pretty handsome down that way. He is a native North Carolina, too.

Richard Haywood Mason was born in Raleigh Aug. 10, 1907, the son of Col. and Mrs. Charles Winder Mason. His father was an Army officer, and his paternal grandfather was General John Sanford Mason, who served with distinction in the Civil War. On his maternal side, Grandfather Richard Haywood was a distinguished Raleigh physician.

At the tender age of eight weeks, the infant Richard found himself en route to Manila. His father had been transferred to Fort McKinley there. A year later, the family moved to the Presidio, Monterey, Cal. Col. Mason retired four years later as the commanding officer of the Presidio and moved his family back to North Carolina. Dick was only 6 when his father died, and the family moved from the mountain country back to native Raleigh.

Grammar school in Raleigh, an Episcopal School in Lynchburg, Va., and back to Raleigh for high school, and enrollment at North Carolina State at Raleigh, completed Dick Mason's academic instruction. At 19 he got a job in the Raleigh agency of the Equitable Life Assurance Society. For three years he served in the cashier's office, but even then radio had caught his fancy.

At 21, Dick Mason found himself weaving in and out of the WPTF studios. Manager H. K. Carpenter (now vice-president and general manager of WKY and WJAY, Cleveland) used him for "lunch relief" at the microphone. That same year—1928—WPTF was sold by the Wynne Radio Co., radio dealers, to the Durham Life Insurance Co. Dick Mason thereupon was hired as a full-time announcer. About a year later he found himself production manager, but he also did utility service and functioned in every phase of station operation.

When Manager Carpenter accepted the call of the *Cleveland Plain-Dealer* to manage its stations, 27-year-old Dick Mason who theretofore had been performing as program director, was elevated to the management of WPTF Radio Co. National spot business of WPTF, an NBC affiliate, has increased something like 800% during the last three years. The station operates on the desirable 680 kc. channel with 5,000 watts power. The transition from a 1,000 to a 5,000 watt outlet was effected soon after Dick Mason became the station's manager.

Mrs. Mason is the former Margaret Devereaux Stockard, of Wilmington, N. C., who is well-known as an equestrian. They were married in 1931. Both are ardent horse fanciers and they own two thorobreds. Aside from horses, Dick Mason goes in heavily for amateur movies. He is a Rotarian, a member of the Chamber of Commerce and of the Merchants Association. He attends the Episcopal Church.

PERSONAL NOTES

DR. GEORGE F. COURRIER, president of the Hammond-Calumet Broadcasting Corp., operators of WWAE, Hammond, Ind., and the new WHIP station which opens there in September, is now in Europe, having sailed on the *S. S. Bremen* July 17. He will address groups in European capitals before returning Aug. 18. Dr. Courrier is the fifth Chicago radio personage to leave for Europe this summer. Others who have sailed include Bobby Brown, program director of WBBN, Dorothy Masters of the NBC Chicago publicity department, Edwin G. Foreman, head of the RCA Mfg. Co. transcription division in Chicago, and Ned L. Reglein, program director of WJJD.

JOHN SHELTON, left the sales department of WBBM, Chicago, July 26 to join the Chicago sales office of WOR, Newark. Mr. Shelton will assist Bob Barrett, head of the WOR Chicago office.

CAPT. JEAN V. GROMBACH, president of Grombach Productions Inc., New York, sailed for Europe July 14 to represent the United States in the World's Fencing Championships at the Paris Exposition. Mr. Grombach has been invited to produce a radio show for BBC while in London.

ARTHUR H. SCHROEDER, salesman of KFAB, Omaha, for five years, has resigned effective Aug. 1 and is moving to Washington where he will be associated with George O. Sutton, attorney. He passed his bar examinations last spring and holds a law degree from Creighton University, Omaha. He is also a graduate of University of Nebraska and attended Georgetown Law School.

ALBERT N. SOCOLOW, formerly of the local display advertising staff of the *New York American*, and John M. Murray, formerly of the advertising staff of *Esquire*, have joined the sales department of WQXR, New York.

HARRY KOPF, of the NBC Chicago sales staff, Charles Phelps, of the NBC New York sales staff, and Norman Morrell, NBC assistant commercial program manager, sailed in July on the *Europa* for Europe.

BOB McILWAINE of the WLS, Chicago, promotion department, and Sophia Germanich, WLS soprano, were married in Chicago July 31. They were the eighteenth couple to be married while members of the WLS staff.

BERT HORSEWELL, formerly manager of WHBL, Sheboygan, Wis., and also of WIBA, Madison, Wis., has joined KHJ, Los Angeles, as account executive. He succeeds Dee Mack, resigned.

VICTOR DALTON, owner of KMTR, Hollywood, after being confined to his home with an infected foot caused by a rusty nail, has returned to his desk.

IAN B. MacDONALD, commercial manager of CJCA, Edmonton, Canada, was in Hollywood during July contacting clients and buying new transcription serials for sponsorship on that station.

BURRIDGE D. BUTLER, president of WLS, Chicago, and chairman of the board of KOY, Phoenix, went to Phoenix in mid-July to spend a month at KOY.

W. E. FEATHERSTONE, of the commercial staff of KSL, Salt Lake City, was an alternate delegate to the international conclave of the Lions in Chicago July 25.

FRED BOCK, commercial manager of WADC, Akron, and Mrs. Bock are the parents of a girl, Barbara Ann, born July 16.

JESSE BUTCHER, NBC stations relations representative, is touring the South, visiting the NBC-Blue southern group and assisting the 10 new stations in their dedication plans.

WILLET H. BROWN, assistant general manager of the Don Lee Broadcasting System, Los Angeles, is in New York conferring with MBS executives on fall and winter programs to be sent over the network and to discuss the origination of several transcontinental broadcasts from the West Coast. Don Lee network is an affiliate of Mutual. Brown will remain in the East six weeks, combining business with pleasure, having left Los Angeles July 25.

JOSEPH W. LEE, manager of KADA, Ada, Okla., on July 15 became manager of KTOK, Oklahoma City station recently acquired by Harold Hough, manager of WBAP, Fort Worth. Mr. Lee is also secretary of the Oklahoma Network.

ED KIRBY, who had announced his resignation as sales promotion manager of the National Life & Accident Insurance Co., operating WSM, Nashville, effective July 15, is remaining with the organization in the same capacity but with an enlarged scope of activity. He had planned to join the *Southern Agriculturalist*, published in Nashville.

LEON J. MARSHALL has joined the commercial staff of KVOR, Colorado Springs.

JOHN SHEPARD 3d, president of the Yankee and Colonial Networks, and Mrs. Shepard sailed Tuesday July 20 aboard the *Carinthia* for a cruise to the West Indies.

ROBERT DILLON, formerly of WOC, Davenport, Ia., has joined the sales force of KSTP, St. Paul.

BOB INGHAM, formerly of the announcing staff of WADC, Akron, has joined the station's commercial staff.

W. B. LEWIS, CBS vice-president in charge of programs, after several weeks in Hollywood during which he launched the network's Shakespearean series, has returned to New York.

DON ALDERMAN, KFOX, Long Beach, Cal., account executive, is the father of a baby boy born July 20.

ROBERT CONVEY, operator of KWK, St. Louis, led the discussion on radio at a recent meeting of the St. Louis Advertising Club. Other station operators who participated in the open forum were James Shouse, general manager of KMOX; L. A. Benson, president of WIL and Bob Coe, chief engineer of KSD.

MARK WOODS, NBC treasurer, won an electric clock for making the greatest number of holes in par at the RCA Golf Tournament held at the Wykagyl Country Club, New Rochelle, N. Y., on July 13.

J. RAY CONLAN, account executive of KYA, San Francisco, on July 10 married Miss Frances Duffy, San Francisco school teacher.

FRANK P. FOSTER II, formerly merchandising and sales promotion manager of WINS, New York, has been appointed sales promotion manager of Hearst Radio Inc., New York.

IRVIN GROSS, sales promotion manager of WFAA, Dallas, dislocated a knee cartilage July 4 and is hobbling about on crutches with his leg in a cast.

ALLEN T. SIMMONS, owner of WADC, Akron, and an aviator enthusiast has purchased a new airplane. He is a licensed pilot.

CHARLES LANPHIER, manager of WEMP, Milwaukee, is the father of a boy born recently.

P. G. HOUSER was recently named account executive at KJBS, San Francisco. He was formerly with Brown & Bigelow.

ENES CANATA, office manager at KFRC, San Francisco, was painfully injured recently when struck by an automobile in front of the studios.

HAL RORKE, who was added to the CBS Hollywood publicity staff for the Shakespearean series, has been appointed Pacific Coast publicity director of the network, succeeding Dave Carter, resigned. Rorke was in the publicity department of Metro-Goldwyn-Mayer Studios before coming to CBS. Prior to that he was women's page news editor of the *Los Angeles Times*, and at one time managing editor of the *Los Angeles Daily News*. Leonard Finch has been added to the publicity staff as reporter, having been transferred from the CBS Hollywood fan mail department.

JACK STEWART, KFI-KECA, Los Angeles, account executive, was guest speaker at the Long Beach (Cal.) Advertising Club meeting July 30, having for his subject "The Romance of Radio".

WHITNEY J. CLEMENT, recently of Porter Products Co., Chicago, and at one time with KYW, has joined NBC-Chicago as a local salesman replacing Mel B. Wolens, who went to WCFL as sales manager.

HOWARD BARLOW, CBS conductor, has been appointed a member of the Advisory Committee on Music for the New York World's Fair of 1939.

W. J. KAPPES Jr., has joined the local sales staff of WNOX, Knoxville.

Slendereen Placing

SLENDEREEN Inc., Los Angeles, manufacturers and distributors of Slendereen, a liquid reducer, to attract consumer interest in the new product, started July 22 for 52 weeks, using 18 spot announcements weekly on KFWB, Hollywood. The concern, recently organized, will extend the campaign to other southern California stations. Associated Adv. Agency, Los Angeles, has account.

BRIEF CEREMONY
No Fuss as WCKY Starts 10 kw. Transmitter

THE SHORTEST dedication of record is claimed by WCKY, Cincinnati, which on July 27 placed in service its new 10,000-watt RCA transmitter, doubling its previous power. L. B. Wilson, station owner, delivered a one-minute address, to constitute the extent of the formal dedication. Then he found himself the surprise recipient of a gigantic box of 10,000 of his favorite chocolates, one piece of candy for each watt. His staff presented it.

Only the WCKY staff and newspaper men were present at the ceremony. Each male staff member and guest was presented with an imported French hand-made tie as a souvenir. Each lady received an ivory vanity case. Inside the big box of chocolates, which bore the station's call letters, plus the numerals "XM," for 10,000, were 200 one pound boxes of candy. Many radio people became recipients of them by express.

Hecker Signs on MBS

HECKER PRODUCTS Corp., New York, will feature Jean Paul King, commentator, and Myra Kingsley, astrologist, in an MBS series for Hecker H-O cereal, starting Sept. 7. Program will be broadcast for a late morning quarter-hour in the East with a rebroadcast for the West Coast, five days weekly. Erwin, Wasey & Co. Inc., New York, is placing the series.

CHOCOLATE WATT — His well known penchant for bon bons led the staff of L. B. Wilson, operator of WCKY, Cincinnati, to present him with 10,000 chocolates manufactured by the John Mullane candy factory each bearing the letters "WCKY-XM"—meaning 10,000—to symbolize the station's recent boost to that power.

Lehn & Fink Ponders

LEHN & FINK PRODUCTS Co., New York, is considering placement of a dramatic script show five days weekly on the Texas Quality Network, beginning early in October, to advertise Hind's Honey & Almond cream. William Esty & Co. Inc., New York, is the agency.

JERRY BELCHER has left New York and has taken his Sunday afternoon *Our Neighbors* feature over NBC-Blue to Hollywood for the summer. He will take his microphone into the homes of film stars and other city celebrities for interviews.

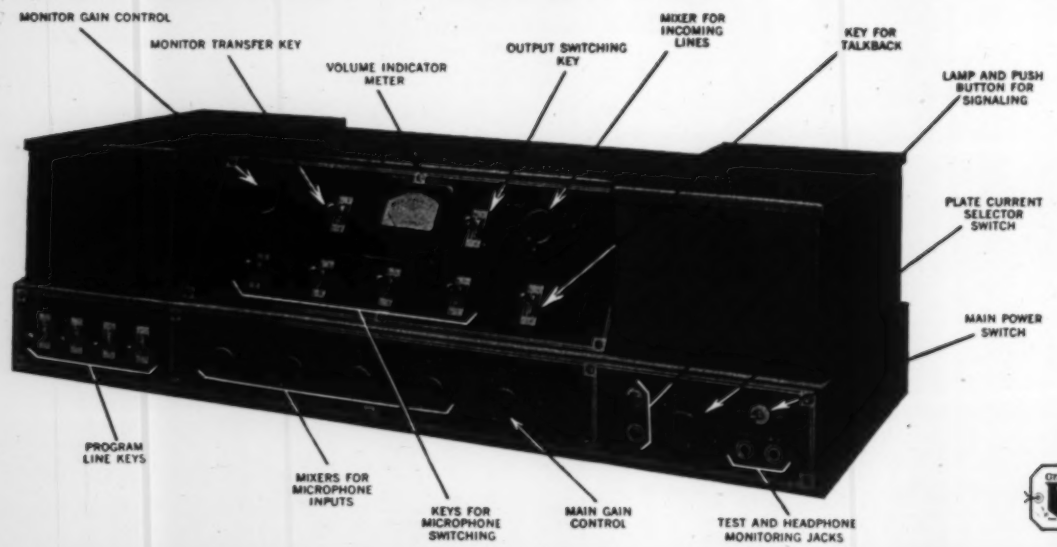
News Reel Method Used By KOMO-KJR to Show Station and Market Data

AN EFFECTIVE method of presenting coverage and market data has been devised by KOMO-KJR, Seattle, which consists of moving pictures similar to news reels. Conceived by Birt F. Fisher, general manager of KOMO-KJR and exhibited by Hugh M. Feltis, commercial manager, the films show close-up shots of 21 leading industries in the Pacific Northwest, with explanations by a staff commentator. A comparison with regard to the United States average is given in each case. Unusual scenic views are included in this film,—views of Mount Rainier, the Seattle skyline and harbor, winter playgrounds, mining activities and wheat harvesting.

A second film is devoted to station activities and shows how every member of the staff cooperates in creating, developing and producing programs. The details of programming from the writing of the scripts through rehearsals and actual broadcasts are exhibited dramatically. The technical phases of the stations' operations are shown and include scenes of the master control room and 570-foot vertical radiator near Elliott Bay.

The films were recently exhibited before a luncheon crowd of agency and advertising executives in Detroit and the method of presentation was generally conceded to be the most graphic and effective so far devised, according to Joseph Spadea of Edward Petry & Co. Inc.

NEW 23B ...for riding gain with your main gain control



Western Electric's new 23B Speech Input differs from the popular 23A only in the arrangement of its controls.

In the 23B, the main gain control is located at the right of the row of microphone mixers, for greatest convenience of operators who ride the channel gain principally by the use of the main gain control—and use mixer controls for adjusting relative source levels and for cutting in or out mikes and other program sources.

Like the 23A, this new model gives you a rare combination of flexibility, simplicity of operation and high quality performance. For the new 23B Bulletin, write to Graybar Electric, Graybar Building, New York.

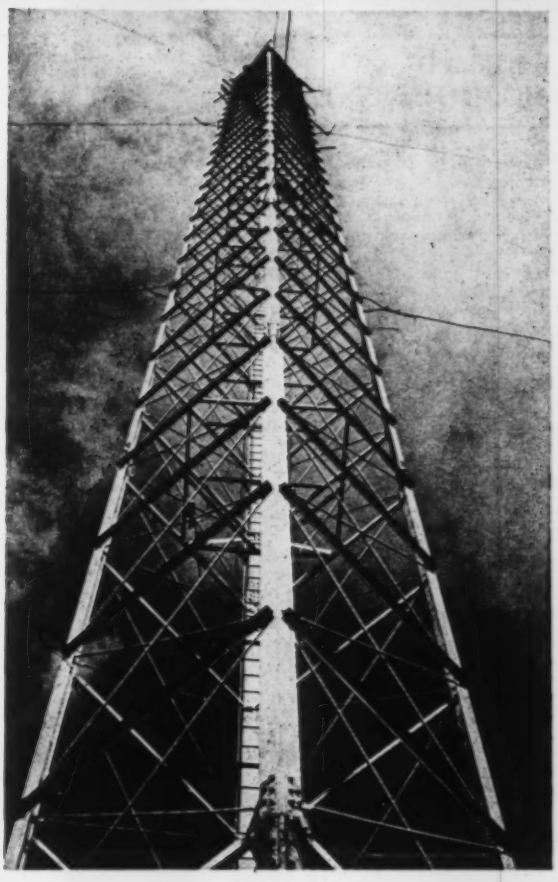
Distributed by GraybaR

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

XUM



THE BEST WAS NOT GOOD ENOUGH

WDAF, already enjoying leadership in listener preference and listener coverage, erects new tower and transmitting station with latest broadcasting equipment, bringing signal strength and listener coverage to new efficiency.

At Eighty-third street and Mission road, in Johnson County, Kansas, WDAF's new broadcasting tower and transmitting station stand as a symbol of radio progress.

Already WDAF enjoyed leadership in listener preference and in the distance reached by its programs. Every test by independent investigators revealed The Star's station as first in the Kansas City territory.

But with all this, WDAF was alert to the inventions and refinements in broadcasting apparatus and now, with the completion of its new transmitter and tower, has the pleasure of rewarding the loyalty of its listeners with a quality of broadcasting far in advance of its own past performance.

To its advertisers WDAF offers the guarantee of better reception over much wider areas and an attendant increase in numbers of listeners.

In the same spirit that prompted The Star to add such services as Wirephoto and otherwise to improve and extend its newsgathering facilities, WDAF announces the opening of its new transmitter with the hope it will enhance the enjoyment of WDAF listeners.

FIFTEEN YEARS OLD

June 5 WDAF celebrated its fifteenth birthday anniversary. It is fitting that WDAF's new station and tower should go into operation at this time.

In the fifteen years of its existence WDAF's radio broadcasting equipment has been rebuilt or entirely replaced many times. The erection of the present station and tower marks a step that is by far the most momentous in the history of WDAF.

FACTS about WDAF's New Transmitter and Tower

- Tower 425 feet high. Tallest antenna in the Kansas City area.
- Pyramid base of tower supports a 96,000-pound down-pull.
- Area of tract occupied by transmitter and tower—52 acres.
- Ten miles of 1-inch copper ribbon buried underground, serving as 120 radials with the tower as their axis.
- Power of new transmitter, 5,000 watts.
- Studios and business offices to remain on top floor of The Star building at 19th and Grand.
- First programs over new transmitter Wednesday, June 30.

WDAF

610 KILOCYCLES

OWNED AND OPERATED BY THE KANSAS CITY STAR

Daytime—5,000 watts **Night—1,000 watts**

BEHIND THE MICROPHONE

DAN WICKENDEN, assistant trade news editor of CBS since January, 1936, is resigning Aug. 1 to devote his time to writing. Wickenden has placed material with *Vanity Fair*, *Stage* and *Story*, and his first novel, *The Running of the Deer*, will be published in October by William Morrow & Co.

LONE MORF, assistant publicity director of KEHE, Los Angeles, left July 24 on a three-week motor trip to Chicago.

CLIFF WEBSTER, associate manager of Consolidated Radio Artists Inc., Hollywood, has resigned.

SHERMAN ELLIS, former Princeton University student, has joined the program department of WBBM, Chicago.

WALTER SHEPPARD, formerly of KVOA, Tucson, Ariz., has joined the announcing staff of KTAR, Phoenix.

MARION CRUTCHER, Kansas City announcer, known professionally as Patricia Peck, was seriously ill and confined to the Hollywood (Cal.) Receiving Hospital, several days during July, for food poisoning.

EDDIE DAVIS, for five years gag writer for Eddie Cantor has severed his connections with the CBS Hollywood comedian and will join RKO Radio Pictures Inc., collaborating with Matt Brooks, his partner, on an original motion picture.

FRANK ELLISSEN of KMTR, Hollywood, has resigned to produce radio shows and is presenting the weekly *British Players*, 30-minute dramas, on that station.

JOHN BOYLAN, formerly assistant production manager of WGN, Chicago, has joined KFI-KECA, Los Angeles, as continuity writer.

J. OLIVER RIEHL, formerly of WSM, Nashville, has joined KVOO, Tulsa, as production manager in charge of programs and music.

WILLIAM WALLACE, announcer of KFJM, Grand Forks, N. D., recently married Miss Adelphia Brackley.

Far North Honors

AS A RESULT of his work as announcer on the *Messages to the Far North* program Bill Beal, of KDKA, Pittsburgh, will leave Moose Factory, Canada, Aug. 6 for a tour of 15 or more posts around James Bay and out into Hudson Bay as far north as Belcher Islands. He will travel in a cabin cruiser the *Charles Stewart* which accommodates ten and will not return until the last of August. Beal will be the special guest of W. L. Tyrer, Supervisor of Indian Affairs for the Dominion of Canada and also the men at isolated posts on the itinerary who are taking this way of expressing to him and to Westinghouse their appreciation for the "Far North Messages" which are so vital to their lonely lives.

GEOFFREY A. PALMER, commercial continuity editor of 3DB and 3LK, Melbourne, Australia, was a recent visitor to the Chicago office of BROADCASTING. Mr. Palmer left Melbourne May 24 to make a six-month study of European foreign broadcasting methods. He was in Hollywood and Canada before coming to Chicago and then went to New York. He plans to go to England before returning to Australia Nov. 22.

FRAN ALLISON, for the last four years a member of the Waterloo staff of the Iowa Broadcasting Co.'s WMT, on July 26 joined the program staff of NBC in Chicago. She will be heard as featured singer in a number of Blue Network presentations, including the *Breakfast Club*, *Club Matinee*, and a program under her own name twice weekly.

FRANK CUNNINGHAM, Hollywood correspondent of Foreign Press Syndicate, and formerly continuity editor of the now defunct Inter-State Broadcasting System, has sold an original story, *Coast Guard Patrol*, to Warner Bros. First National Pictures.

WARD BYRON, for more than ten years an NBC producer, resigned Aug. 1 from the network's San Francisco staff to join Music Corp. of America, Hollywood, as studio consultant, a new unit of that organization. Byron produced *Roghouse Rhythm* and other well-known network programs. He was a member of the WEAF, New York production staff in 1925 before NBC was organized.

LEON ROSEBROOK has resigned as musical director of KEHE, Los Angeles.

KEN STUART, announcer and master-of-ceremonies of the five-weekly one-hour *Listen Ladies* program on California Radio System from KEHE, Los Angeles, has been transferred to the production staff. Al Poska, chief announcer, has been placed in charge of the program.

ROYAL (Sheriff) UNDERWOOD and Drury Lane, both formerly on the production staff of KNX, Hollywood, will become joint program directors of XERB, new 25,000-watt broadcasting station at Rosarita Beach, Lower California, which is scheduled to start operating Aug. 15. Appointments were announced by Harry B. Kronick, business manager.

M. A. SEARS, announcer-operator has resigned from KJBS, San Francisco to join KYOS, Merced, in the same capacity.

NELSON (Pete) PRINGLE, for the last 2½ years news writer and commentator of KNX, Hollywood, has been appointed news editor, succeeding John Clarke, resigned.

CHARLES BENFORD, former news commentator of WOL, Washington, has joined WOR, Newark, to conduct an editorial series five nights weekly.

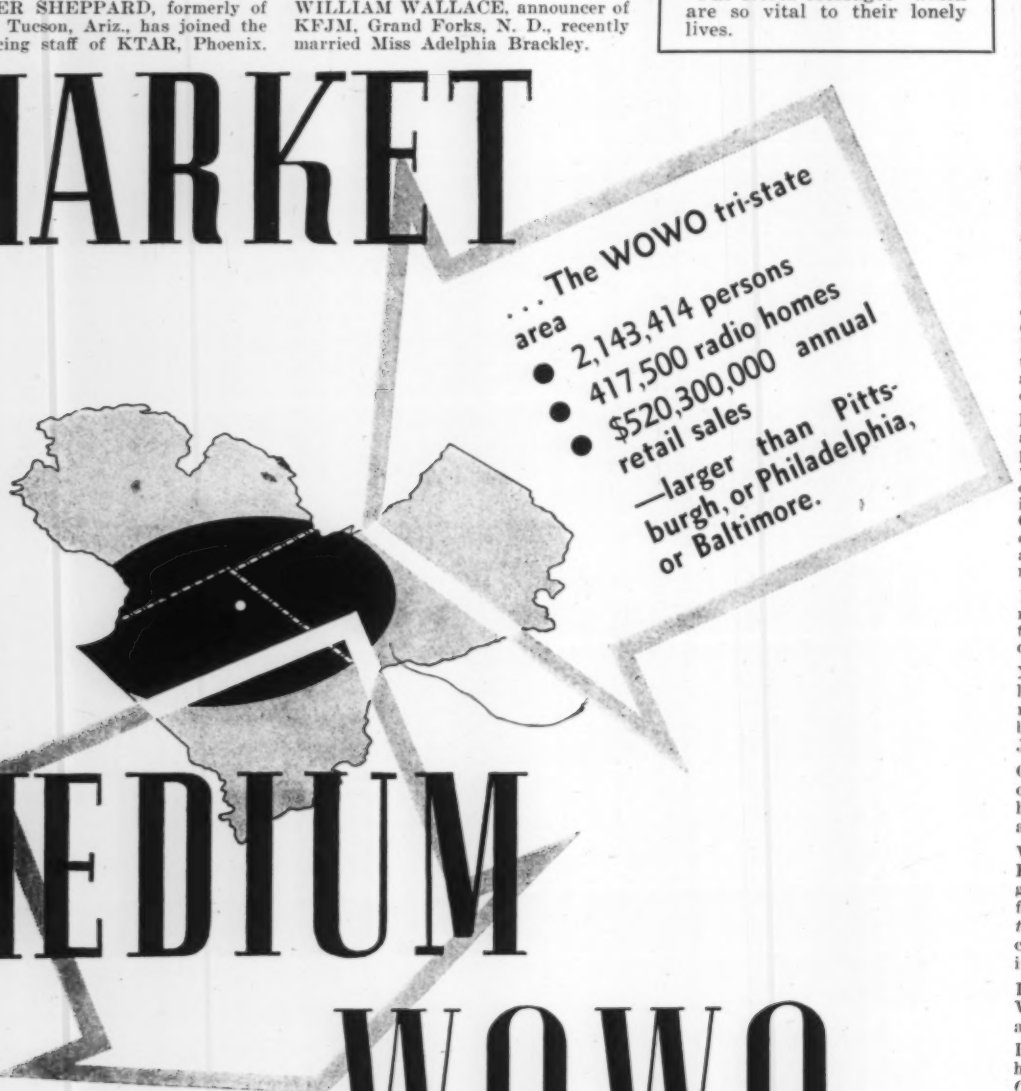
VIC HURLEY, continuity writer of KOMO-KJR, Seattle, was recently given the Philippine Free Press award for his military history titled *Swish of the Cris*, selected as the most significant historical writing of 1936 dealing with Filipino affairs.

DICK FISCHER, formerly of WTAD, Quincy, Ill., has joined the announcing staff of KWK, St. Louis.

DAVID ROSS, CBS announcer-poet, has resumed his broadcasts of *Poet's Gold* on Sunday afternoons, beginning the sixth year of this series of verse readings.

RECENT additions to the page and guide staffs of NBC's Radio City studios are Daniel H. Wells, recently graduated from Hamilton College; Jere Baxter 3d and Albert Roraback, from Yale; Robert Evans Dennison, Princeton; Mark Saxton, Harvard; Frederick Judd Van Wagner, Peddie School; and F. Colburn Pinkham, formerly with J. C. Penny and Bristol-Myers Co.

MARKET


. . . The WOWO tri-state area
● 2,143,414 persons
● 417,500 radio homes
● $520,300,000 annual retail sales
—larger than Pittsburgh, or Philadelphia, or Baltimore.

MEDIUM

WOWO

the HOOSIER STATION

Westinghouse Radio Stations, Inc. . Fort Wayne, Ind. . 10,000 Watts . NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

GEORGE BARTON, former staff member of music department of WBBM, Chicago, has joined the production staff of KMOX, St. Louis. Bob Dunham, formerly of KSOO, Sioux Falls, S. D., has joined the announcing staff of KMOX.

HARRY W. FLANNERY, commentator and news director of KMOX, St. Louis, was married recently at Watervliet, Mich., to Miss Ruth Carmody, director of auditorium and dramatic activities of Jefferson School, South Bend, Ind.

EDITH JORGENSON has joined the accounting department of WHK-WJAY, Cleveland, to take over the duties of Mrs. Thomas Harrison Jr., the former Dorothy Kerruish, who was married recently.

JACK LEWIS, announcer of KARK, Little Rock, has been named program director to succeed John Cleghorn who has returned to WMC, Memphis. Dale Alford has joined the announcing staff of KARK.

WELLINGTON MORSE, production manager of KLS, Oakland, became the father of a baby girl July 11.

ELEANOR JACKSON, formerly of KMTR, Los Angeles, recently joined the staff of KGGC, San Francisco, as a commentator.

HARRY LeROY, sports announcer at KGGC, San Francisco, was stricken with the flu recently and was replaced during his absence by Bill Grove.

GORDON WILLIS, KGGC, San Francisco, has been named special events announcer.

PEGGY REILLEY, continuity writer of WISN, Milwaukee, sailed July 23 for a month's vacation in Ireland.

FRED TRACY, one of New York's first radio announcers, whom thousands of fans from the crystal set days will remember as "FNT" is staging a comeback on WBIL, New York. Tracy is producer and master of ceremonies of a Friday afternoon variety program *FNT & His Radio Pals*, which will feature Broadway celebrities as guest stars in addition to the regular cast.

BERT CAIRNS has resigned as publicity director of CJCA, Edmonton, Canada, to join the United Broadcast Sales, Toronto, in a similar capacity. Norman Botterell, formerly of CFAC, Calgary, has taken over Cairns' former CJCA duties. Tom Tweed, formerly of CKY, Winnipeg, has succeeded Botterell at CFAC.

FRANKLIN TOOKE, announcer of WOWO-WGL, Fort Wayne, has been named WOWO production director. Bill Davies, formerly of WLBC, Muncie, has joined WOWO-WGL to handle production and publicity.

LARRY NIXON, until recently publicity manager of WMCA, New York, has been appointed to the newly-created post of director of special events at WNEW, New York.

MYRON FOX, announcer of KDYL, Salt Lake City, left July 26 for his annual two-weeks training as first lieutenant in the Army Reserves. He is at Monterey, Cal.

CHET CLARKE, of Washington, and Hugh Ferguson, formerly of WCAU, Philadelphia, have joined the announcing staff of WFMD, Frederick, Md.

GEORGE CASE, formerly announcer and producer of WCKY and WCPO, has joined WIS, Columbia, S. C.

WESLEY YOUNGBLOOD, member of the announcing staff of KFYO, Lubbock, Tex., is the father of a baby girl born recently.

MANNING OSTROFF, writer-producer of KFWB, Hollywood, has been appointed assistant to Bill Ray, production manager.

JOHN CLARKE, formerly news editor of KNX, Hollywood, and Virginia Cummings, secretary in the Paramount Productions publicity department, were married at Las Vegas, Nev., July 13.

ENVIOUS BRITISH
Tune to American Stations For Choice Programs

Mr. Murrow

ALERTNESS of American broadcasters to please the audience as contrasted with program policies of the government-operated British Broadcasting Corp. was described in a recent article in the *London Evening Standard*. The article explained how E. R. Murrow, CBS European manager, cabled his New York office to get permission to broadcast to this country a typical English village scene.

The broadcast was arranged for July 17, with BBC engineers handling arrangements, but the BBC did not carry the program with the result that British listeners were compelled to pick it up from American stations.

Superiority of American news broadsasts was described in the *London Sunday Referree* on July 6, which commented on Mr. Murrow's appointment by CBS as follows:

"A marvelous job that, getting an expert on each event or the leading actor in it, to tell America all about it. The news service that America gets from its two big hook-ups, Columbia and National, is infinitely more informative than the carefully colorless snippets that are all we over-nursed English are allowed to know."

LEWIS S. PATTERSON, formerly on the editorial staff of the *Washington* (D. C.) *Herald*, and prior to that publicity director of WCAE, Pittsburgh, has been appointed to a similar post on KEHE, Los Angeles. He succeeds Fred Jones, resigned.

ERNEST FELIX has been made manager of the auditing department of WINS, New York, which is now an independent unit. Formerly the WINS auditing was handled by the accounting department of Hearst Radio Inc.

WILLIAM MOULDER, formerly on the sales staff of the New York State Broadcasting System, is now handling traffic for the network. A. A. Grobe, former traffic manager, has been made office manager and program director of WINS, New York, key station of the group.

DON KNEASS, announcer, recently with KOIN, Portland, Ore., has returned to KGW-KEX. Jack Little has resigned from KGW-KEX.

DON McNAMARA, formerly in motion pictures, and prior to that on the announcing staff of KFWB, Hollywood, has joined KMTR, that city, in a similar capacity.

CARLETON KADELL, Hollywood announcer of the NBC *Chase & Sanborn Hour*, sponsored by Standard Brands Inc., is now also announcing the CBS *Hal Kemp's Dance Band* program, sponsored by Liggett & Myers Tobacco Co., (Chesterfield cigarettes), from that city. He succeeds Don Forbes.

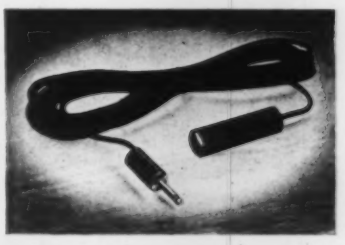
JOE BOLTON, sports announcer at WHN, New York, has been signed as chief sports commentator for Paramount Newsreels, for whom he has been doing special assignments for the past three years. His contract will not affect his baseball broadcasts at WHN.

Presto News

WITH the new Presto 170-A telephone coil you can pick up both sides of a telephone conversation so that it may be recorded or fed to loudspeakers through your own input equipment. The same coil can be connected to the amplifier output to feed a recorded message or a complete radio program into the telephone circuit. No need to disturb the telephone wiring. Simply lay the coil on the ringer box as illustrated.

RADIO stations use the 170-A coil on stunt broadcasts to record interviews with listeners . . . to record reports of new events which are later edited for broadcasting . . . to produce special sound effects for use in dramatic sketches. Radio programs may be auditioned to prospective sponsors any time by long distance telephone.

Price 170-A coil with 25' shielded cable and plug $10.00 NET



PRESTO RECORDING CORPORATION

World's Largest MANUFACTURER of INSTANTANEOUS RECORDING EQUIPMENT

147 W. 19th St., New York City

Export Division (Except Australia and Canada) M. SIMONS & SONS, Inc. 25 Warren Street, N. Y. Cable: Simontrice, N. Y.

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COVER
LOUISVILLE
AND YOU
COVER
ALMOST ALL!

Louisville alone has about 11% of Kentucky's entire population, but does more than 30% of Kentucky's retail business. Station WAVE *covers* this preferred market as thoroughly as any medium you can buy. But because *we don't try to cover the rest of the world too*, we give you the Louisville area at far lower cost... It's the old story of sharpshooting when you see the whites of their eyes, instead of just banging away at all them shadows out thar!

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

F. E. BAUME, editor of the *Sydney* (Australia) *Sunday Sun*, and 2GB news commentator, arrived in Hollywood July 20 for a week's stay and then continued to New York on a business trip.

ARTHUR VAN HORN has joined KSFO, San Francisco, and is handling the *Kindly Philosopher* series of Coleman Cox.

KEYES PERRIN, formerly of WPRO, Providence, has joined WBZ-WBZA, Boston-Springfield, for the summer.

LYMAN CLAYTON Jr., has joined the announcing staff of KGCX, Wolf Point, Mont., succeeding Mel King, who has gone to Grand Forks.

SAMUEL BENAVIE, music director of WJR, Detroit, has gone to Hollywood for the month of August.

JIM BANNON, formerly on the announcing staff of WABC, New York, and prior to that on KMOX, St. Louis has joined KHJ, Los Angeles.

RALPH EDWARDS, one time announcer with KSFO, San Francisco, now with the CBS announcing staff in New York, was a visitor at the KSFO studios during his vacation in July.

RUSS WISE, announcer of WTAM, Cleveland, is handling the NBC network broadcasts from Chautauqua Lake, New York.

JOHN FRAZER, formerly chief announcer of KFSD, San Diego, Cal., has joined the announcing staff of KEHE, Los Angeles.

ROBERT J. STEPHENSON, formerly with WNBF, Binghamton, N. Y., has joined the announcing staff of WHN, New York.

WILLIAM BOTZER, University of Washington, debater, has returned to the announcing staff of KOMO-KJR, Seattle, after a year spent in a tour around the world.

Harold Smith Recovering

HAROLD E. SMITH, president of WOKO and WABY, Albany, is recuperating from injuries suffered July 9 in an airplane crash near his summer home at Clarksville, N. Y. Flying his new Aronca from the Albany Airport, with Pilot Warren White at the controls, Mr. Smith intended to land at his own private flying field when the plane went into a spin on a turn and crashed into a tree. Mr. Smith suffered a triple fracture of the left ankle, deep cuts about the head, and severe body friction burns. Pilot White suffered a fractured left leg, right arm and severe lacerations.

JACK LESCOULIE, who conducts the daily half-hour early morning *Grouch Club* on KFWB, Hollywood, is acting as relief announcer of KFVD, Los Angeles, during the vacation period.

ARNOLD SCHOEN, news commentator of WSYU, Syracuse University, has joined the announcing staff of WGNY, Newburgh, N. Y., for the summer.

CHARLES GLENN HICKS Jr., announcer of WSOC, Charlotte, has been promoted to program manager, succeeding Paul Norris, who is organizing a new department at the station.

MARY ROBINSON, journalism student, at Iowa U, is producing and broadcasting a 15-minute variety program *The Stroller* on WHBF, Rock Island, Ill., which includes interviews with housewives.

STANLEY REESE, of the staff of KSL, Salt Lake City, was married July 20 to Helen Gaddie.

FLORENCE GEORGE, coloratura soprano who made her debut on NBC during the *National Farm & Home Hour* less than a year ago, has signed a motion picture contract with Paramount Pictures Inc.

Capital Columnists Sue Commentator for Libel

SUIT for $200,000 alleging libel was filed July 28 in the U. S. District Court for the District of Columbia against NBC and Arthur Reilly, the *Globe Trotter* of the Hearst newspapers who appears as a commentator regularly over WRC, Washington. Plaintiffs are Drew Pearson and Robert S. Allen, authors of the newspaper column *Washington Merry Go Round*, whose article July 19 stating that the late Anning S. Prall had been stricken with paralysis and would not return to Washington was criticized by Mr. Reilly on one of his broadcasts.

Plaintiffs charge that Reilly called them "character assasins" who distributed "dastardly misinformation" and claim their request for a retraction in a subsequent broadcast was not heeded. Their counsel is William Leahy, Washington attorney. Mr. Reilly, an intimate friend of the late chairman of the FCC, who died July 23, asserted he followed the Prall family's request in denying rumors then current in Washington regarding the seriousness of Mr. Prall's illness. Pearson and Allen at one time were sponsored under the column title over Mutual Network by Gruen Watch Co.

GEORGE DIXON SNELL, assistant production manager of KDYL, Salt Lake City, who also writes novels and short stories, has been informed that two of his stories have been selected by the famous critic Edward J. O'Brien for inclusion in his yearbook *Best Short Stories of 1937*.

YOUR TELEPHONE = 34,000,000 X YOU!

• Your telephone is the center of a voice network reaching more than 34,000,000 telephones throughout the world. You can reach some 70 foreign countries, and a score of ships at sea, from any Bell telephone right in your studio.

And, of course, all of this country is "just next door"—by telephone.

The telephone helps to take guesswork out of the network, brings minds together across the miles, speeds activity for any business that covers a lot of the map. *Use it often.*

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

XUM

Wendt With Hearst

R. P. Wendt

R. P. WENDT, formerly with the Botsford-Constantine-Gardner Advertising Agency in San Francisco and Portland, Ore., was recently appointed national sales representative of Hearst Radio Inc. at San Francisco.

He acts as sales representative for the Hearst radio stations in California as well as the California Radio System, making his headquarters at KYA. His appointment came on the heels of that of John Livingston, Hearst Radio Inc. sales representative who is making his quarters at KEHE, Los Angeles.

DL&W Plans Net, Discs

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York, will use a combination Yankee and Mutual network to broadcast *The Shadow*, half-hour mystery programs, on Sunday afternoons in the interest of Blue Coal. Program will be broadcast twice each Sunday at 4:30 p. m. on WNAC, WTIC, WEAN and WTAG, and at 5:30 p. m. on WOR, WBAL, WOL, WGR, WGN and CKLW. A few additional anthracite-burning cities will be included in the campaign through the use of transcriptions of the network programs. Ruthrauff & Ryan Inc., New York, is handling the campaign, which will continue through the winter.

RICH PANAMA
and the
CANAL ZONE
buy American

.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) • NBC THESAURUS

State Legislation

(*Continued from page 44*)

crime news failed of passage, as did a Washington bill directed against broadcasting sex matters. The effort to stop broadcasting of dog and horse racing information was not successful in Massachusetts, California, Indiana and Illinois.

Libel and Slander Laws

Of considerable importance to broadcasters were the bills in California, Connecticut, Florida, Illinois, Indiana, Iowa and Oklahoma on the subject of radio libel and slander. For the first time, a bill became law which takes an objective view of the extent to which the broadcaster should be made liable for defamatory utterances of others. The Iowa bill (H-302) became law which provides, in effect, that where the broadcaster proves he was not negligent he is not liable in any degree for defamatory statements spoken by others. A Florida bill (S-956) identical to the Iowa act was not acted upon by the legislature. In Indiana S-80 was enacted. In effect, it operates to make stations free from liability where retractions are made within certain limits of time, but the statute is of little use with respect to political broadcasts because of the time restriction limitations.

Each legislature saw the introduction of numerous bills on labor matters. Many of them were on subjects such as those having to do with age discrimination, child labor, collective bargaining, intimidation, wage assignments, deductions and kick-backs, time of payment, women and minimum scales. In addition, bills were introduced in some states on rights of privacy and upon the suppression of man-made interferences with radio signals.

Federal Bills Pending

Bills in the Congress dealing with radio subjects are more numerous than has been the case in most other sessions, but no important radio bill has yet received Congressional approval. A list of the Congressional bills follows:

Copyrights: S-7, 2031, 2240; H-2695, 3004, 5275, 6072.
Pure Food & Drugs: S-5; H-300, 5286, 5414, 5458.
Advertising: Liquor—S-1369; H-13, 3140, 4738; Foreign products—H-4960; Testimonials—H-5300.
Investigations: H Res-61 and 92; S-133 (Oslo case).
Opeartors Licenses: S-1353, 2407; H-3897, 5336, 5376.
Taxation: Voltage tax—H-6440; Dist. of Col.—H-7472.
Administration Court: S-273; H-2240.
Labor: H-7180, 7200, 7401.
Education, Social, etc. program: S-2755, 2756, 2757; H-3033, 3038, 3039.
Broadcasting Congressional Proceedings: S-93.
Artists—Aliens: H-30, 5548, 6280.
Government Short Wave Stations: H-4281.
Department of Arts, etc.; H-Res.-79.
Licensing Corporation in Commerce: S-10, 721.
Ship Radio: S-595; H-7711.
Federal Trade Commission: S-414, 1077; H-3143, 5854.
Anti-Trust Laws: H-4726.
Licenses: Newspapers—H-3892; 5 years—H-5038.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

GOOD HUNTING

GOOD FINDING

SEASONED sportsmen (and sales executives) don't take a shot in the dark. They follow dependable pointers.

It is significant that KDYL carries a larger number of local advertisers and a larger volume of local advertising. Alert national advertisers are profiting by this guide to sales-finding in the rich, responsive Salt Lake Market.

KDYL
SALT LAKE CITY
An N.B.C. Station

Representatives:
JOHN BLAIR & COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Utilities Engineering Institute, Chicago (training school), weekly *t*, direct.
Baldwin Laboratories, Saegerstown, (Dwin insecticide), 1 *sp* and 2 *sa* weekly, thru Yount Co., Erie.
Borden Co. (Pioneer Division), New York (ice cream), 6 weekly *sa*, thru Pedlar & Ryan Inc., N. Y.
Gambarelli & Davitto, New York (wines and vermouth), weekly *sp*, direct.
Refrigeration & Air Conditioning Institute, Chicago (training school), weekly *t*, thru Critchfield & Co., Chicago.
Rogers Peet Co., New York (men's stores), 5 *sp* weekly, thru Marschalk & Pratt Inc., N. Y.
Doyle Packing Co., Newark (Strongheart dog food), 3 *t* weekly, thru Charles Dallas Reach Adv. Agency, Newark.
Ironized Yeast Co., Atlanta (yeast tablets), 2 *sp* weekly, thru Ruthrauff & Ryan Inc., N. Y.
Anderson Co., Gary, Ind. (Sleetmaster), weekly *sp*, thru Schwab & Beatty Inc., N. Y.
S. Gumpert & Co. Inc., Brooklyn (hotel supplies), 3 *sp* weekly, thru Rose-Martin Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 5 *sp* weekly, thru Benton & Bowles Inc., N. Y.
B. C. Remedy Co., Durham, N. C. (headache powders), 3 *sp* weekly, thru Charles W. Hoyt Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory), 10 weekly *t*, thru Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Camay), 5 weekly *t*, thru Pedlar & Ryan Inc., N. Y.

WNAC, Boston

Simmons Co., Chicago (Beautyrest mattress), 65 *sa*, thru J. Walter Thompson Co., N. Y.
Ironized Yeast Co., Atlanta (Ironized yeast), 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Baker Extract Co., Springfield, Mass. (flavoring), 13 *sa*, thru William B. Remington Co., Springfield, Mass.

KRKD, Los Angeles

Van-Tage Medicine Co. Inc., Los Angeles, (liquid herb medicine), 3 weekly *sp*, thru General Adv. Agency, Los Angeles.
Cystex-Knox Co., Kansas City, (Cystex), 3 weekly *t*, thru Logan & Stebbins, Los Angeles.

WGN, Chicago

Duluth Chamber of Commerce, Duluth, Minn. (tourist business), daily *sa*, thru Stewart-Taylor Co., Duluth.
Bartlett Pear Advisory Board, San Francisco, daily *sa*, thru J. Walter Thompson Co., San Francisco.
Idaho Fruits & Vegetable Adv. Commission, Boise, 5 weekly *sa*, thru Botsford-Constantine & Gardner Inc., Portland, Ore.

KFBK, Sacramento, Cal.

Mentholatum Co., Wilmington, Del., *sa*, thru Dillard Jacobs Agency Inc., Atlanta.

WHK, Cleveland

Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
American Pop Corn Co., Sioux City, Ia. weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Lewis-Howe Co., St. Louis (Tums), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
American Chicle Co., New York (Sen Sen), weekly *ta*, thru Badger & Browning and Hershey, N. Y.
Western Growers Protective Assn., Los Angeles (lettuce), daily *sa*, thru J. Walter Thompson Co., San Francisco.

KNX, Hollywood

Johnson, Carvell & Murphy, Los Angeles (Kellogg's Ant Paste), 5 weekly *sp*, thru Wm. A. Ingoldsby Co., Los Angeles.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 5 weekly *sa*, thru Neisser-Myerhoff Inc., Chicago.
Wilmington Transportation Co., Santa Catalina Island, Cal., (transportation), 13 *sp*, thru Neisser-Myerhoff Inc., Chicago.
Goodyear Tire & Rubber Co., of Cal., Los Angeles, (tires), 6 weekly *sp*, thru Arthur Kudner Inc., N. Y.

WQXR, New York

West Disinfecting Co., Long Island City (C/N disinfectant), daily *sa*, thru Al Paul Lefton Co. Inc., N. Y.
Grayrock-on-Sound, Rye, N. Y. (country estate development), daily *sa*, thru Grant & Wadsworth & Casmir Inc., N. Y.
Buckingham Hotel, New York, daily *sa*, direct.

KJBS, San Francisco

Peacock Sedan Service, San Francisco (transportation) 42 weekly *sa*, direct.
Goodrich Silvertown Stores, San Francisco (automobile accessories), weekly *sa*, direct.

WNEW, New York

Yeckes-Eichenbaum Inc., New York (honeydew melons), 6 weekly *sp*, direct.
Madison Personal Loan Inc., New York (financial) 6 weekly *sp*, thru Klinger Adv. Agency, N. Y.
General Foods Corp., New York (Diamond Crystal salt), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney Inc., N. Y.
Jadwiga Remedies Inc., New York (Flemex, Ready Rub, etc.), 4 daily *sa*, direct.

KFWB, Hollywood

Diesel Hemphill Engineering Schools, Glendale, Cal., (school), weekly *t*, thru R. H. Alber Co., Los Angeles.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), weekly *sp*, thru McCann-Erickson Inc., N. Y.
Slendereen Inc., Los Angeles (liquid reducer), 18 weekly *sa*, thru Associated Adv. Agency, Los Angeles.
Guaranty Union Life Insurance Co., Beverly Hills, Cal., (insurance), 5 weekly *sp*, thru Stodel Adv., Los Angeles.

WBZ-WBZA, Boston-Springfield

Frank Bownes Point Co., Boston, 3 weekly *sp*, thru Redmond Co., Boston.
Baldwin Laboratories, Sagertown, Pa., (Dwin) 20 *sa*, thru Yount Co., Erie, Pa.
Harvey Whipple Inc., Springfield, Mass, 8 *t*, direct.

WKBZ, Muskegon, Mich.

American Chicle Co., Long Island City, N. Y. (Sen-Sen), weekly *ta*, thru Badger & Browning and Hersey Inc., N. Y.
Peiffer Brewery, Detroit, 24 *sp*, thru Martin Inc., Detroit.
Montgomery Ward & Co., Chicago, (retail), 3 weekly *ta*, direct.

KFI, Los Angeles

Bulova Watch Co., New York, (timepieces), 14 weekly *sa*, thru Biow Co., New York.
O. M. Tablet Co., Pasadena, Cal. (stomach tablets), 2 weekly *sp*, weekly *sp*, thru Lou Sterling & Associates, Los Angeles.
Sears, Roebuck & Co., Los Angeles (department store), 14 *sa*, thru Dana Jones Co., Los Angeles.
Maurice Ball Inc., Los Angeles (furs), weekly *sa*, thru Lee Ringer Adv. Agency, Los Angeles.
Woolwine-Norris Corp., Los Angeles (electric ranges), weekly *sp*, thru McCarty Co., Los Angeles.
Simmons Co., Chicago (beds & mattresses), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.
Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste), weekly *sa*, thru Wm. A. Ingoldsby Co., Los Angeles.

WNOX, Knoxville

Armour Fertilizer Works, Atlanta, 6 weekly *sa*, thru Gottschaldt-Humphrey Inc., Atlanta.
Pinex Co., Fort Wayne, Ind. (proprietary), daily *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Postal Telegraph-Cable Co., New York, 4 daily *sa*, thru Marshalk & Pratt Inc., N. Y.
Dr. W. B. Caldwell Co., Monticello, Ill. (proprietary), 6 weekly *t*, thru Cramer-Krasselt Co., Milwaukee

KMPC, Beverly Hills, Cal.

Bulova Watch Co., New York (timepieces), 35 weekly *sa*, thru Biow Co. Inc., N. Y.
Gilmore Oil Co., Los Angeles (gasoline), 5 weekly *sp*, thru Botsford, Constantine & Gardner, Los Angeles.
Mentholatum Co., Wilmington, Del. (mentholatum), 6 weekly *sa*, thru Dillard-Jacobs Adv. Agency Inc., Atlanta.

WBT, Charlotte, N. C.

Piel Brothers, Brooklyn (beer), 4 weekly *sa*, direct.
Longines-Wittnauer Co., New York (watches), 5 weekly *t*, thru Arthur Rosenberg Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (soap), 5 weekly *t*, thru Compton Adv. Inc., N. Y.

WAAB, Boston

Hecker Products Corp., New York (Hecker's H-O), 260 *sp*, thru Erwin Wasey & Co., N. Y.
Webster-Eisenlohr Inc., New York (Girard cigars), 78 *sp*, thru N. W. Ayer & Son Inc., N. Y.

WBBM, Chicago

Sinclair Refining Co., New York (gasoline), 6 weekly *sp*, thru Federal Adv. Agency, N. Y.
Chicago-Milwaukee Steamship Co., Chicago (boat travel), 2 weekly *sp*, thru W. W. Garrison Co., Chicago.

WFAS, White Plains, N. Y.

Royal Dutch Products Corp., New York (mustard), 52 *t*, direct.
Empire State Purchasing Co., New York (gold redemption), 6 weekly *sp*, thru Associated Adv. Co., N. Y.

KFAC, Los Angeles

Covered Wagon Trailer Co., Mt. Clemens, Mich (trailers), 6 weekly *sp*, thru Rupert L. Larson, Los Angeles.

KFI, Los Angeles

Loma Linda Food Co. Inc., Loma Linda, Cal. (health foods), weekly *sp*, thru Lisle Sheldon Radio Adv., Los Angeles.

WEAN, Providence

General Food Sales Co., New York (Certo), 30 *sa*, thru Benton & Bowles Inc., N. Y.

KYA, San Francisco

Basic Science Institute, San Francisco (health products) weekly *t*, direct.

WHN, New York

Coca Cola Co., Atlanta, 6 weekly *t*, thru D'Arcy Adv. Co., St. Louis.

HOW THE MUSIC TIDE *IS RISING*

MURDER OF MUSIC?—It was a revived musical trade that convened for the annual trade show of the National Association of Music Merchants in New York July 26-29, for the music business is definitely on the upgrade despite charges that radio is responsible for declining instrument and song-hit sales. More than 225 musical manufacturers and seven radio concerns exhibited. The chart above is from the dealer trade journal *Radio Today*.

XUM

RADIO ADVERTISERS

NATIONAL ICE ADVERTISING Inc., Chicago, has reappointed Donahue & Coe Inc., New York, to direct the industry's advertising of ice and ice refrigerators for another year. Campaign will probably follow the same general lines as that of last year, with the *Homemakers' Exchange* being resumed as a morning network program and with possibly an evening program being added after the first of the year.

THREE advertisers have already signed up as sponsors of *Dick Brooks'* news broadcasts on WNEW, New York, which on July 26 inaugurated fulltime INS service. Warren & Arthur Smadbeck Inc., New York (real estate), sponsors quarter-hour broadcasts on Saturday and Sunday mornings, placed direct. General Supply Co., New York (stationery), sponsors the 5:15 to 5:30 p. m. period on Mondays, Wednesdays and Fridays until Aug. 6, after which it will take the same time Monday through Saturday. Scheer Adv. Agency, Newark, placed the account. Madison Personal Loan Inc., New York (loans), is sponsoring news from 12:30 to 12:45 p. m. five days a week. Klinger Adv. Agency, New York, is the agency.

CHEMO-RAY EYE INSTITUTE of San Francisco and Oakland (eye lens), on July 23 inaugurated a series of 104 twice-weekly broadcasts featuring a transcribed serial *The House of Peter McGregor* on KFRC, San Francisco. The agency is Rufus Rhoades & Co., San Francisco.

GENERAL FOODS Corp., New York, has acquired Snow King baking powder and Dairy Maid baking powder, products of Snow King Baking Powder Co., Cincinnati.

CAPE COD STEAMSHIP Co., Boston (excursions), is using a five-weekly series of quarter-hour dance periods from Provincetown on WHDH, Boston, until Sept. 30 and 36 100-word announcements five weekly on WEEI, Boston. A three-time announcement test was used on the following Boston stations: WORL, WHDH, WAAB, WCOP and WMEX. Agency is Greenleaf Co., Boston.

A. R. BOSCOW, formerly merchandising director of General Motors units, has been appointed director of advertising and merchandising of the Nash Motors Division of Nash-Kelvinator Corp., Detroit.

MAURICE BALL Inc., Los Angeles (furs), on July 21 started for 52 weeks, on KNX, Hollywood, *Modern Screen Magazine of the Air*, Hollywood gossip and fashion discussion, with Lois Lee, commentator. The weekly quarter-hour program calls for guest appearance of motion picture stars and fashion designers. Weekly spot announcements on KFI, Los Angeles, are also used. Lee Ringer Adv. Agency, Los Angeles, has account.

PETER DOELGER BREWING Corp., Harrison, N. J., has named Staples & Staples Inc., as agency.

HORSE & MULE Assn. of America, Chicago, has appointed Gale & Pietsch Inc., Chicago, to service its account.

WILLIAM P. SHARPE, managing editor of the *Twin City Sentinel*, Winston-Salem, N. C., has been appointed publicity director of North Carolina's $250,000 advertising campaign with headquarters at Raleigh.

Modest Sponsor

SEVEN nightly sportcasts per week without mention of a product and with only an opening and closing mention of the sponsor, Goodyear Tire & Rubber Co., comprises the new series started by Bob Wilson in July over WADC, Akron. Fifteen-minute program features local and national sports and the local Goodyear activities, being designed as a community institutional service rather than a selling show.

GRIFFIN MFG. Co., Brooklyn, has contracted to sponsor the broadcasts of the Ohio State University home football games on WCOL, Columbus, this fall, in the interest of its shoe polishes. Bermingham, Castleman & Pierce Inc., New York, is agency.

PHOENIX HOSIERY Co., Milwaukee (men's, women's and children's hosiery), has appointed Neisser-Meyerhoff Inc., Chicago, as agency. Walter R. Neisser will be account executive.

MAJESTIC RADIO & TELEVISION Corp., Chicago (radio set manufacturers), is planning a thrice-weekly quarter-hour network program to start in September. Network and talent have not yet been decided. Morris & Davidson Inc., Chicago, is agency.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), plans to expand its *Scattergood Baines* show, currently on the West Coast, to a network this fall. *Poetic Melodies*, currently on CBS, a quarter-hour five evenings weekly will probably be continued. Neisser-Meyerhoff Inc., Chicago, is the agency.

ALBANY CARPET CLEANING Co., Boston, has started a four-station campaign in New England to promote its rug cleaning business. WBZ & WBZA, Boston and Springfield, Mass., had 24 one-minute announcements on its *Little Show* at noon. WEEI is used for 12 weeks of temperature reports on the E. B. Rideout Service, Monday through Saturday. WNAC has a Monday, Wednesday, Friday schedule of spot announcements and temperature reports, for a period of 26 weeks. Agency is Dickie-Raymond Inc., Boston.

R. B. DONNELLY, vice-president of General Foods Products Inc., New York, was in Hollywood during July to confer with John M. Nicholson, newly-appointed special advertising representative of the organization in charge of Pacific Coast radio, and also to look over the company's network shows emanating from the West Coast.

CHICAGO-MILWAUKEE Steamship Line, Chicago, recently started a quarter-hour thrice-weekly program over WBBM, Chicago. Entitled *Melody Cruise*, the program, which is broadcast Tuesdays, Thursdays and Saturdays at 6:30 p.m. features Milton Charles, singing organist, and Edna Odell, songstress. W. W. Garrison Co., Chicago, is the agency.

RATCLIFFE ADV. AGENCY, Dallas, has placed five morning shows with news and gossip of Hollywood on KRLD for Cliff Maid Bread. Chauncey Parson, radio director, handles the account.

DOYLE PACKING Co., Newark, with plants in Newark, Momence, Ill., Kansas City and Los Angeles, has named Chas. Dallas Reach Co., Newark, to handle advertising for its Strongheart dog food and cat food accounts. Radio, supplemented by newspapers, will be used. Account executive is Charles W. Scott.

GILMORE OIL Co., Los Angeles, (gas & oil)), has placed its account with Botsford, Constantine & Gardner, that city. Cliff Clark continues as actor-producer of the *Gilmore Circus* weekly half-hour variety show sponsored on 5 NBC-Pacific Red stations and remains as Gilmore Oil Co. representative. John Weiser of the advertising agency is supervising director.

NUNN BUSH SHOE Co., Milwaukee, is advertising through Ruthrauff & Ryan Inc., Chicago.

RUUD MFG. Co., Pittsburgh, (water heaters) has placed its account with Ketchum, MacLeod & Grove Inc., Pittsburgh.

BRISTOL-MYERS Co., New York, has placed its Milkweed cream, Wm. Peterman insecticide and Minit Rub accounts with Young & Rubicam Inc., that city, effective Jan. 1, 1938.

GROCERY STORE Products Sales Co., New York, has named McCann-Erickson Inc., that city, agency for its entire account.

STANBACK MEDICINE Co., Salisbury, N. C., has renewed its spot advertising on WWL, New Orleans, and WALR, Zanesville, O. The schedule has been expanded to include WAIR, Winston-Salem, N. C. Agency is J. Carson Brantley Adv. Agency, Salisbury.

WESTERN AIR EXPRESS Corp., Los Angeles, (transportation) has appointed the Mayers Co. Inc., Los Angeles, to service its account.

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatine), has placed its advertising with Kenyon & Eckhardt Inc., New York.

COAST FISHING Co., Wilmington, Calif., has appointed N. W. Ayer & Son Inc., New York, as agency for Balto dog and cat food, effective Jan. 1, 1938. No advertising plans have been announced.

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co.
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1,000 Watts
Sell Here!
. . . in this great summer resort land, where business is 'way UP from now until mid-September. For 1937
$20,000,000 Tourist Business!
. . . is the estimate for the Asheville area. And WWNC, you know, offers sole blanket radio coverage!

ONLY Station within a 100 Mile Radius of Missoula
1000 watts 1260 kc. **KGVO** Missoula, Montana
Columbia Broadcasting System Affiliate

KSD *in St. Louis*
Inquiries Are Invited Regarding a Few Desirable Daytime Periods Now Open
Population Coverage
KSD Day Time 5,906,905
KSD Night Time 2,481,390
Based on population of counties receiving one-half millivolt service or better.
Write, phone or wire.
NBC RED NETWORK
Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

1ST WITH "FIRSTS"

New, original, "different" local program ideas constantly introduced. During July, WPRO started news broadcasts from the street, "Dressing Room Interviews" with prominent stage stars, "Public Auditions", "Mr. Twister".

CHERRY & WEBB BROADCASTING CO.

Providence, R. I.

Representative:
PAUL H. RAYMER COMPANY

WPRO
1ST IN PROVIDENCE
630 KC. 1000 W. DAY 500 W. NIGHT
BASIC COLUMBIA

TRANSCRIPTIONS

SALES BULLETINS, describing how stations have used *Thesaurus* selections to build programs for local advertisers, are being sent to all subscribers of this recorded library service by NBC's Transcription Division. Each bulletin outlines the problems of the advertiser and how they were solved by the use of the *Thesaurus*, and is accompanied by a sample script. Three recent bulletins are headed, "Station WIBG Sells Memorial Park," "Thesaurus Helps a Children's Show," and "How WJTN Sold Sears, Roebuck & Co." Bulletins are prepared by Robert Friedheim, sales promotion director of the division.

STANDARD RADIO Inc., Hollywood, announces the following new subscribers to its Standard Program Library Service: KHBG, Okmulgee, Okla.; KIRO, Seattle; CFCY, Charlottetown, P.E.I.; WSYR, Syracuse; KTKC, Visalia, Cal.; WGST, Atlanta; KWYO, Sheridan, Wyo. More than 70 stations have subscribed to the *Popular Supplement* launched in July. Complete sound libraries have been sold to Radio Cite, Paris; Radio Strasbourg, France; Radio Liege, Belgium; Lyon P. T. T., France; Palestine Broadcasting Service, Jerusalem; VARA, Hilversum, Holland; Institut National de Radiodiffusion, Brussels.

RADIO MERCHANDISING Associates, Hollywood production concern, has moved to new offices in the Otto K. Oleson Bldg., N. Vine Street, that city. Frank H. Baum and Claire Kerlee, continue to operate the organization, Jack Smock having resigned to become assistant advertising manager of Western Growers Protective Association, Los Angeles.

NBC Transcription Division announces that KTUL, Tulsa, WFMJ, Bridgeton, N. J., WSIX, Nashville, and WMSD, Sheffield, Ala., have subscribed for its *Thesaurus* library service and that renewals for a third year have been received from WMC, Memphis; WSAI, Cincinnati, and WJBY, Gadsden, Ala., and for a second year from WGBI, Scranton; WOPI, Bristol; WOWO, Fort Wayne; CKCK, Regina, Sask.; KALB, Alexandria, La.; KGNO, Dodge City, Kan.; WEED, Rocky Mount, N. C., and KMLB, Monroe, La.

ANTHONY ALVING Productions, new Hollywood program production concern, has established headquarters at 6305 Yucca St. with Anthony Alving as business manager and Harry David Fields, production manager. Concern plans to build custom and original shows for agencies and sponsors. Frederick H. Wagner, motion picture writer, has been brought in to head the continuity department. Wagner created and wrote *The Old Judge*, *Metropolis* and various other radio shows.

IRVING FOGEL Radio Productions, Hollywood transcription and production concern, has moved to larger quarters at 8979 Sunset Blvd., that city. Fogel has obtained exclusive five-year radio rights to the character of *Charlie Chan*, created by the late Earl Derr Biggers and popularized by the *Saturday Evening Post* and 20th Century Fox Film Corp. Scripts for the *Charlie Chan* radio series are being prepared by a staff of writers including Hector Chevigny, Virginia Radcliff and Earl Derr Biggers Jr., son of the author.

C. P. MacGREGOR, Hollywood transcription concern, is cutting a series of five-minute dramatic commercials for Mutual Citrus Products Co., Anaheim, Cal., for placement regionally through Chas. H. Mayne Co., Los Angeles agency.

3ZB, Christchurch, and 4ZB, Denedine, New Zealand, have contracted for WBS program service, through A. E. Bennett, Sydney, Australia, president of WBS of Australia. Order was placed through National Commercial Broadcasting Service of New Zealand. Other stations in that country subscribing to the service are 1ZB, Auckland, and 2ZB, Wellington. Australian subscribers to World include 2GB, Sydney; 2KZ, Melbourne, 4BC, Brisbane, and 5DN, Adelaide.

ASSOCIATED Cinema Studios, Hollywood, has placed Hector Chevigny under contract to write the *Lady of Millions* transcribed serial, cutting of which was to start Aug. 1. Series of 100 quarter-hour transcriptions will feature May Robson and is being sponsored by Bauer & Black Inc., Chicago, for one of its cosmetics. They are to be placed nationally through Blackett - Sample - Hummert Inc., Chicago.

Gene K. Walker to Join MacGregor Disc Staff

Mr. Walker

GENE K. WALKER, for the last four years director of sales training of Associated Oil Co., San Francisco, has resigned to become associated, starting Aug. 15, with C. P. MacGregor, Hollywood transcription concern, as manager of the syndicate and sales promotion departments. Mr. Walker, well known in Pacific Coast radio as writer and producer of several of Associated Oil Co.'s transcription shows, was at one time assistant sales promotion manager of that company under Harold R. Deal. He has been instrumental in the development of many Associated merchandising programs.

In making the appointment, Mr. MacGregor also announced the resignation of Gene Carman as production manager. Carman is writer and producer of *Problems for Pamela*, 156 episode quarter-hour dramatic serial, production of which has been stopped for 90 days while Lila Lee, lead in the show, is making a personal appearance tour throughout the country. Fifty-two episodes of the serial have been completed and production will be resumed upon her return to Hollywood.

Piel in Three Markets

PIEL BROS., Brooklyn (beer), has started using radio in three markets, sponsoring three quarter-hour news broadcasts weekly on WAGF, Dothan, Ala., and KNX, Los Angeles, and announcements following news broadcasts on WAPI, Birmingham. Kenyon & Eckhardt Inc., New York, is in charge.

RADIO FEATURES Inc., new Hollywood production company, has completed its series *Donald Novis Sings*, 52 quarter-hour shows for regional sponsors. The series has been taken by A. E. Bennet of Sydney for distribution in Australasia.

STANDARD RADIO Inc., Hollywood, has recorded 20 musical numbers featuring Eddie Fitzpatrick and his orchestra, which have been added to the popular supplement section of its library service.

JERRY KING, head of Standard Radio Inc., has returned to his Hollywood headquarters after a 30-day business trip in the East.

Since July 15

A *New* Station • A *New* Market

For National Radio Advertisers

WMBS UNIONTOWN PENNSYLVANIA

Now, national and regional advertisers can cover thoroughly and effectively, this prosperous area . . . the heart of Pennsylvania's richest bituminous coal fields, a thriving community and its environs representing steady payrolls and purchasing power.

WMBS is equipped with an RCA transmitter and speech input equipment, Western Electric microphones, a vertical radiator, new studios. Its balanced program schedule has already won the hearts and ears of its listeners.

Here is a new market for radio advertising, particularly ripe for foreign language programs because of the diverse population elements in and near Uniontown. We are expertly staffed to handle the advertising and merchandising of your product in this area.

FAYETTE BROADCASTING CORP.

JOSEPH C. BURWELL, President

Fayette Title and Trust Building UNIONTOWN, PA.

THE STAR SCRIPTFOLIO

A Comprehensive Library Of Continuity

EACH WEEK: *Seven* half-hour weekly continuity frameworks for musical programs which one man of your staff can present as live broadcasts.

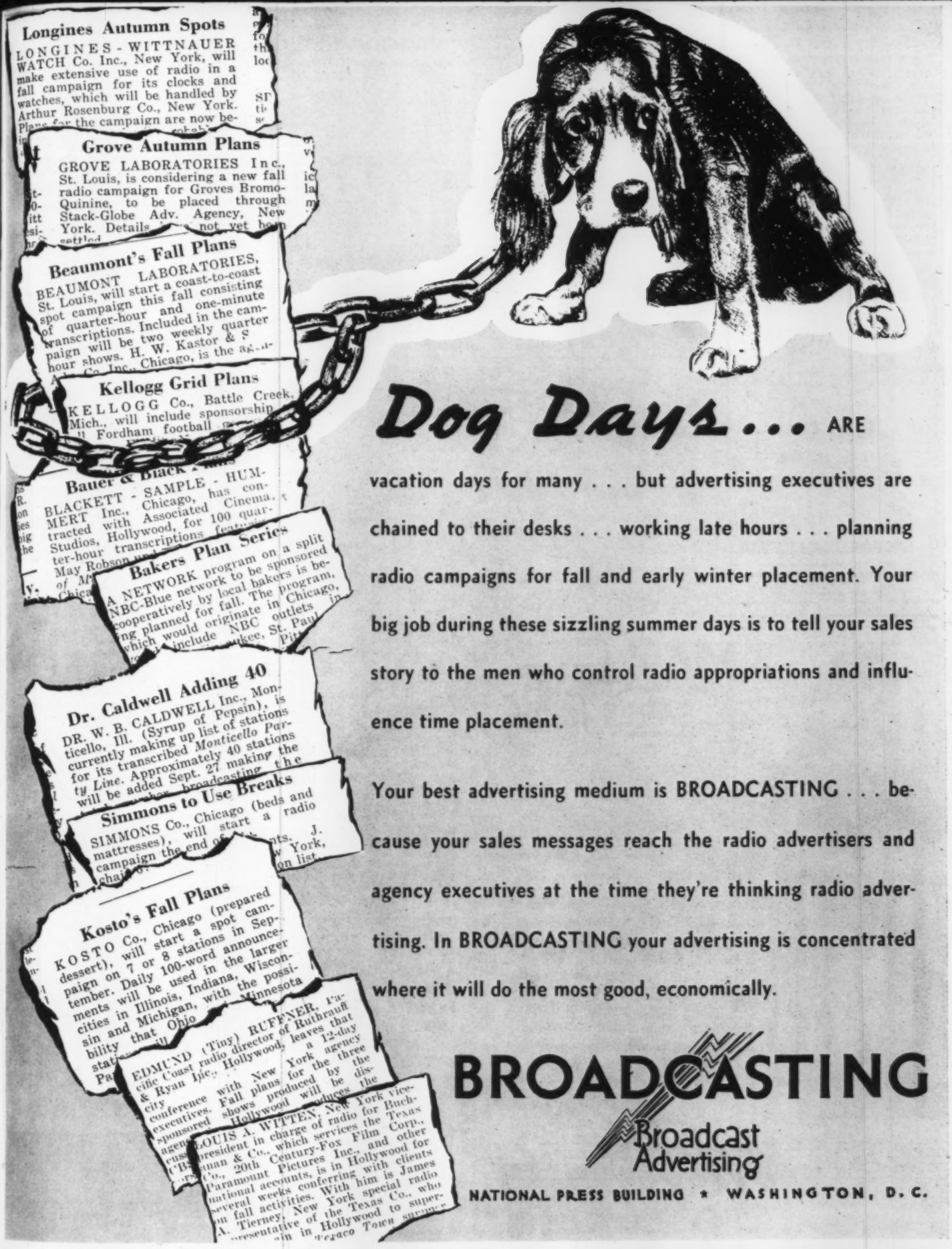
TITLES: *Meeting Night* *Sweethearts Forever* *County Fair* *Let's Remember* *Two For Tea* *Just Thinkin'* *Easy Chair Cruises*

TOGETHER WITH: *Twenty* tie-ins for your commercial announcements AND Thirty announcement leads for routine musical introductions.

The Cost is Amazingly Low!

STAR RADIO PROGRAMS INC.

250 PARK AVENUE NEW YORK CITY


Longines Autumn Spots
LONGINES - WITTNAUER WATCH Co. Inc., New York, will make extensive use of radio in a fall campaign for its clocks and watches, which will be handled by Arthur Rosenburg Co., New York.
Grove Autumn Plans
GROVE LABORATORIES Inc., St. Louis, is considering a new fall radio campaign for Groves Bromo-Quinine, to be placed through Stack-Globe Adv. Agency, New York.
Beaumont's Fall Plans
BEAUMONT LABORATORIES, St. Louis, will start a coast-to-coast spot campaign this fall consisting of quarter-hour and one-minute transcriptions. Included in the campaign will be two weekly quarter hour shows.
Kellogg Grid Plans
KELLOGG Co., Battle Creek, Mich., will include sponsorship
Bauer & Black
BLACKETT - SAMPLE - HUMMERT Inc., Chicago, has contracted with Associated Cinema Studios, Hollywood, for 100 quarter-hour transcriptions
Bakers Plan Series
A NETWORK program on a split NBC-Blue network to be sponsored cooperatively by local bakers is being planned for fall. The program, which would originate in Chicago,
Dr. Caldwell Adding 40
DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin), is currently making up list of stations for its transcribed Monticello Party Line. Approximately 40 stations will be added Sept. 27 making the broadcasting
Simmons to Use Breaks
SIMMONS Co., Chicago (beds and mattresses), will start a radio campaign
Kosto's Fall Plans
KOSTO Co., Chicago (prepared dessert), will start a spot campaign on 7 or 8 stations in September. Daily 100-word announcements will be used in the larger cities in Illinois, Indiana, Wisconsin and Michigan, with the possibility that Ohio
EDMUND (Tiny) RUFFNER, Pacific Coast radio director of Ruthrauff & Ryan Inc., Hollywood, leaves that city with New York agency executives. Fall plans for the three conference shows produced by the sponsored Hollywood will be
LOUIS A. WITTEN, New York vice-president in charge of radio for Buchanan & Co., which services the Texas Co., 20th Century-Fox Film Corp., Paramount Pictures Inc., and other national accounts, is in Hollywood for several weeks conferring with clients on fall activities. With him is James A. Tierney, New York special radio representative of the Texas Co., who
Texaco Town

Dog Days... ARE

vacation days for many . . . but advertising executives are chained to their desks . . . working late hours . . . planning radio campaigns for fall and early winter placement. Your big job during these sizzling summer days is to tell your sales story to the men who control radio appropriations and influence time placement.

Your best advertising medium is BROADCASTING . . . because your sales messages reach the radio advertisers and agency executives at the time they're thinking radio advertising. In BROADCASTING your advertising is concentrated where it will do the most good, economically.

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING ★ WASHINGTON, D. C.

Trailer Firm to Place

HAYES BODY Corp., Grand Rapids, Mich., has named U. S. Adv. Corp., New York, as its agency. An extensive campaign is planned for the company's trailers, which is expected to include radio, but no schedules have been laid out to date.

HOLLY SHIVELY, radio service manager of Lord & Thomas, Chicago, returned to her home on the north side of Chicago Sunday night, July 17 to find that burglars had ransacked her apartment for the third time within a year.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

AGENCIES AND REPRESENTATIVES

PAT WEAVER, New York production supervisor of Young & Rubicam Inc., is scheduled to arrive in Hollywood the first week in August to take over supervision of the new *Packard Show* which starts Sept. 7 on NBC-Red. Joe Stauffer will produce the series. Tom Harrington, West Coast manager and radio director, has been supervising all shows produced by the agency in Hollywood, and with Weaver's arrival Young & Rubicam Inc., will have a double supervisory staff on the West Coast.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., after three weeks in conferences with New York executives of the agency, is scheduled to return to the West Coast Aug. 7.

BRONSON WEST, of Grove Adv. Agency, St. Paul, has been named president of The Northwest Council of Advertising Agencies. Other new officers are Frederick L. Frizzell, Frizzell Adv. Agency, vice-president; Allan L. Firestone, Allan L. Firestone Adv. Agency, treasurer, and Donald M. Mitchell, Mitchell Adv. Agency, secretary.

W. HOWARD SCHENDORF, formerly of Lord & Thomas and the Blackett-Sample-Hummert Co., Chicago, has been named manager of the Chicago branch of Edward L. Sedgwich Co., agency with headquarters in Peoria, Ill.

THEODORE E. ASH, owner, is closing the Theodore E. Ash Advertising Agency, Philadelphia, and moving to Hollywood Aug. 1. Mr. Ash is planning to engage in radio and motion picture work, with offices in the Shelton Bldg., 1703 N. Wilcox Ave., Hollywood.

Heads Blair N. Y. Office

Mr. Bolling

WITH George H. Bolling taking charge of the New York office July 23 succeeding Murray Grabhorn, resigned, John Blair & Co. announced that Mr. Bolling, who has been in charge of its Detroit office for the last three years, will have the title of vice-president and will have Lincoln P. Simons and Frank Fenton as his sales staff. Succeeding Mr. Bolling in Detroit is his brother, R. H. Bolling, who has been on the Blair Chicago staff for the last year. Charles Dilcher, formerly on the advertising staff of the *Chicago Herald & Examiner*, has been added to the Chicago sales staff. Mr. Grabhorn left New York in latter July for California but expects to return in the fall. He has not yet announced future plans.

ABBOTT KIMBALL Co. Inc., new agency, has been formed at 250 Park Ave., New York, by Abbott Kimball, chairman of the board of Kimball, Hubbard & Powel Inc., who has withdrawn from that firm.

N. W. AYER & Son of Canada Ltd., has established a branch in Toronto in charge of John F. Graydon, with offices in the Victory Bldg.

EDDIE & NEWTON, Beverly Hills, Cal., advertising agency, is now known as the Howard W. Newton Co., Robert E. Eddie having withdrawn from the firm. Alden S. Byers, formerly of the NBC San Francisco publicity department has joined the agency as account executive and copy writer. Richard Clarke is in charge of radio.

LYNN MacMANUS, writer on the staff of J. Walter Thompson Co., New York, has been transferred to Hollywood and assigned to the NBC Werner Janssen program (Fleischmann's yeast), and Chase & Sanborn program (coffee), both sponsored by Standard Brands Inc. He was writer of the Rudy Vallee and other network programs from New York.

J. ELWOOD ROBINSON Adv. Agency, Los Angeles, has moved to 541 S. Spring St., that city.

STEVENS & WALLIS Inc., Salt Lake City, has moved its offices to 36 Richards Street.

BRANHAM Co., Chicago, is representing KBIX, Muskogee, Okla., on an individual basis while the other seven stations of the Oklahoma Network as well as the network as a unit are being represented by Joseph Hershey McGillvra, New York.

CECIL UNDERWOOD, free lancing for the past year, has joined the radio department of Needham, Louis & Brorby Inc., Chicago. Mr. Underwood will produce the *Fibber McGee & Molly* NBC show for S. C. Johnson & Son.

WJAX, Jacksonville, Fla., and WCOL, Columbus, have appointed Craig & Hollingbery Inc., Chicago, as national sales representative.

HENRY E. JOHNSON has joined Kirtland-Engel Co., Chicago, as space buyer succeeding Stanley Hamberg who resigned to join the Chicago office of Screenland Unit magazines.

H. L. BART, formerly radio director and promotion manager of MacFadden Publications, has joined Harold Gordon Adv. Agency, Los Angeles, as account executive.

BAGGALEY, HORTON & HOYT Inc., Chicago agency, has established offices at 1584 Cross-Roads-of-the-World, Hollywood, with Clay Osborne as manager.

A. B. C. ADV. Agency, Los Angeles, has taken additional offices in the Broadway Arcade Bldg., doubling its space and also added Gladys Dancer, formerly of Dallas, as account executive.

JOHN BLAIR & Co., will assume representation of WDSU, New Orleans, which recently joined the NBC-Blue network, on Oct. 1.

BURT COCHRAN, with McCann-Erickson Inc., for the last 10 years and recently manager of the Seattle, Wash. branch, is now with the Chicago office.

H. K. CONOVER Co., Chicago, and Niles-Richman, New York, have been appointed national representatives of WIBU, Poynette, Wis.

Ayer Staff Shifted

FRANCIS C. BARTON Jr., formerly in charge of time buying in the New York office of N. W. Ayer & Son Inc., was transferred on July 26 to Albany, where he will head the firm's office, principally engaged in handling the advertising of the Green Island Ford Branch. On the same date Thomas J. McDermott and Frank Coulter were transferred from New York to the firm's home office at Philadelphia, as the increased volume of radio advertising calls for a closer coordination between radio and publication activities and henceforth the agency's time buying is expected to be centered for the most part in Philadelphia. Fred Pflugfelder continues as head of the New York radio staff.

Heinz Expands Radio

H. J. HEINZ Co., Pittsburgh, has launched campaigns for two of its products. A children's program, *Adventures of Tommy Thatcher*, broadcast by Russell Pratt five quarter-hours weekly on WTAM, Cleveland, promotes Rice Flakes. For strained baby foods the company is using a series of 13 transcribed talks by Angelo Patri, broadcast three times a week on WJSV, Washington, and WAPI, Birmingham. If the three-week test is satisfactory it is planned to extend the programs into other markets. Both campaigns are placed through Maxon Inc., New York.

"KMA? Sure! That's EARL'S Station"

Back-fence neighbor to 520,500 corn-belt homes — that's KMA, the Earl May station in Shenandoah, Iowa! Farm and small town listeners know KMA intimately as a friend and advisor since 1925.

Now with its five kilowatt, high fidelity transmitter KMA is the dominant sales force in the bumper crop sections of Iowa, Nebraska, Kansas and Missouri.

Let us **prove** this to you! Let us tell you of the many leading advertisers who consistently report that KMA brings the greatest results per dollar spent in America's No. 1 agricultural market.

The Earl May Station KMA Shenandoah, Iowa

Represented by
Wilson-Robertson—New York, Chicago, Kansas City

KWK
. . . the Home Town Boy with the Great BIG VOICE!
(All of which means— PROFITS to You.)
Thomas Patrick, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
NEW YORK CHICAGO
SAN FRANCISCO

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS

Wallis Armstrong Shift in Hollywood

Agency Plans Central Control Of Hollywood Activities

ESTABLISHMENT by F. Wallis Armstrong Co. of a major agency office in Hollywood to take over its increasing radio production originating on the West Coast, heading all accounts under a single supervisor, is in prospect within a few weeks. L. Ward Wheelock, president of the agency from Philadelphia, while in Hollywood during July looking over the West Coast office setup, intimated that such a plan was under way.

The agency, now producing the CBS *Hollywood Hotel* and CBS *Ken Murray* broadcasts for Campbell Soup Co., and preparing to take *Amos 'n' Andy* on Jan. 1 for the same sponsor, is contemplating the Hollywood expansion to accommodate itself to the marked swing of radio emanations from the city. Contemplated move will set up a large enough production office to handle all agency accounts under one responsibility, and thereby increase the Hollywood staff considerably, putting it on a par with Young & Rubicam Inc., Ruthrauff & Ryan, J. Walter Thompson Co., Lord & Thomas and other agencies on the West Coast handling several shows.

Bacher to Join M-G-M

With Bill Bacher resigning last month, production of *Hollywood Hotel*, temporarily in the hands of Ken Miles, announcer of that show, and Diana Bourbon, producer of the *Ken Murray* broadcasts, will continue until final decision on the move. Mr. Wheelock said that the producer selection hinges largely on the production setup under prospective expansion, and in any event is not likely to be made for several weeks.

Meanwhile Bill Bacher is scheduled to join Metro-Goldwyn-Mayer Studios, Hollywood, as supervisor of radio activities, under a seven-year contract. He will also occupy an executive position in the production department. MGM is paving the way for its players to confine their activities to studio-produced radio shows with Bacher producing. He also will have charge of all talent and will call on their services for shows.

Roesler Resigns

GEORGE ROESLER, on Aug. 1 resigned as head of the foreign language division of VanCronkhite Associates, Chicago, having sold out his divisional interest in the business to the firm. Both VanCronkhite and Roesler declined to state the purchase price or terms of the agreement. Roesler and Bob Howard last year organized the foreign language firm of Roesler & Howard Inc., which was taken over by VanCronkhite Associates two months ago. The New York office of Roesler & Howard Inc., at 60 E. 42nd St. will be discontinued.

RED AND BLUE NBC

WCOL

COLUMBUS, OHIO

Craig & Hollingbery, Rep.

Frothingham Joins Weed

Mr. Frothingham

ROY FROTHINGHAM, pioneer radio executive and for a number of years sales promotion manager for the NBC's western division, has been named Pacific Coast manager for Weed & Company, international radio station representatives with offices in New York, Chicago and Detroit. The appointment was made by J. J. Weed, head of the company, while visiting San Francisco on his current tour of Weed-represented stations. Mr. Frothingham left the NBC post in San Francisco about three years ago to go in business for himself as sales counsellor, specializing in radio surveys. He will assume his new duties in conjunction with his present business.

Revere in Hollywood

TOM REVERE, head of Benton & Bowles Inc., New York radio department, was in Hollywood late in July to check up on the agency's broadcasts and to survey possibilities of originating other programs from the West Coast. A probable transfer to Hollywood is the CBS *Gangbusters* program sponsored by Colgate-Palmolive-Peet Co., scripts of which have been bought for pictures by M-G-M, with Phillips Lord understood to have signed to collaborate on the screen scripts and production. Benton & Bowles Inc. has scheduled the new *Log Cabin* broadcast for fall origination on the NBC-Blue network from Hollywood, in addition to the *Maxwell House Show Boat* now on NBC-Red.

Flycasting Champ

FRANK STEEL, radio director of the McJunkin Advertising Co., Chicago, recently won the Illinois flycasting championship in Chicago, retaining his title which he has held almost every year since 1928. Mr. Steel is also the worlds record holder in the national flycasting tournament, his record cast having been made in 1932 and never equalled. In addition to his Illinois title, Mr. Steel also holds the Wisconsin state flycasting championship.

HOLLYWOOD NEWS

of

HOLLYWOOD KIDS!

GEORGE WOOD Jr.,

14-year-old commentator, tells about them in "HOLLYWOOD STARLETS." Five-minute show, twice weekly, transcribed. He knows many child stars personally, from broadcasts, stage and picture interviews.

Available as exclusive feature in your city.

Write

---wood---

RADIO PRODUCTIONS

Hollywood, Calif.

220 Markham Bldg.

. . . wood words sell . . .

SPIDER SICK—Jackson Wheeler, CBS Hollywood producer (seated), left the hospital, ill from a spider bite, in a wheel chair July 22 to produce the CBS *Lloyd Pantages Covers Hollywood* program sponsored by A. J. Krank Co. Pantages also was handicapped, having broken his ankle while exercising a horse. Guiding Wheeler's chair is Margaret MacDonald, of Pantages' news staff.

Pinex to Use 102

PINEX Co., Fort Wayne (Pinex Remedy), will use 102 stations in the fall campaign starting Oct. 1. Two and three live spot announcements will be used daily, five and six times weekly. In addition a live talent program will be used on WLW and Yankee Network, (WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH, WRDO). Baggaley, Horton & Hoyt Inc., Chicago, is agency.

THE HONORABLE WATT KILOCYCLE

AT HOME — EVERY DAY

6:30 a. m. — 12 p. m.

WBIG CBS 1440 unltd.

(This distinguished gentleman has discovered that PEOPLE—not geography, BUY merchandise — that PROGRAMS, not wattage, SELL merchandise.)

WBIG, in Greensboro, the most popular station in a most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than four years. Success is a hard habit to break!

WBIG

IN GREENSBORO, N. C.

EDNEY RIDGE, *Director*

CRAIG and HOLLINGBERY, Inc.

National Reps.

The War's on . . . but---

WHY FIGHT

When the price of peace is so small . . . .

To be exact

$3 PER YEAR

And your personal subscription to BROADCASTING includes the

YEARBOOK NUMBER *and the* MARKET DATA EDITION

Send Your Order Today!

•

BROADCASTING, National Press Bldg. Washington, D. C.

Are You Nosey?

We Know People Who Are—

for they tell us they keep tuned to WSPD for last-minute News Flashes of the United Press.

You see, they're "nosey"—and newsy—because they're afraid they'll "miss something."

And You, Mr. Advertiser

are missing something if you don't buy yourself a couple of United Press News spots which are now available over WSPD.

15 minutes Monday through Friday at 9:45 A.M. and 1:30 P.M.

BE "Nosey"—

learn all the facts regarding the best radio buy in the Northwestern Ohio and Southern Michigan markets.

A basic station of the NBC Blue Network

5000 WATTS DAY
1000 WATTS NIGHT

WSPD

Toledo, Ohio

Purely PROGRAMS

Reviewing London Plays

A SERIES of reviews of the new plays in London will be broadcast on the nights of their openings on WMCA, New York. This novel arrangement, made possible by the five-hour difference in time on the two sides of the Atlantic, was made by Donald Flamm, president of WMCA, on his recent European trip. J. M. Marriott, noted English author and critic, will serve as the London reviewer, attending the openings and cabling his reviews to New York, where they will be broadcast by local reviewer on WMCA and the Inter-City Network.

* * *

Mike Mistakes

A VARIATION of the kangaroo court for announcers who make mistakes in diction is the weekly *Phlubb Clubb* program on WMBD, Peoria. Listeners report the "phlubbs" and recommend punishment, such as tongue twisting poems and tricky sentences. Brooks Watson and Bill Vickland are in charge of the court for WMBD and report an unusual listener response to this amusing program.

* * *

Swing It!

SWING music with a vengeance, is the gyst of a late Saturday night program on WBBM, Chicago, during which five bands are chosen from local night clubs to vie for the honor of the hottest, swingiest band in town. Ken Ellington of WBBM introduces the band leaders and comments on the songs. Late turner-iners love it, according to WBBM.

* * *

What Parents Should Know

A PROGRAM dedicated to parents, telling them that they are chiefly to blame for their children's misbehaving, has been started on WMCA, New York, as a twice-weekly feature. Conducted by Dr. Bernard V. Grossman, child psychologist, the series is called the *Voice of Understanding*, and endeavors to create a better understanding of children by parents.

* * *

All About Babies

TO HELP mothers in the care and training of infants, WOR, Newark, has started a weekly series of Wednesday afternoon broadcasts with prominent pediatricians and other children experts as speakers. The New Jersey state department of health and the home economics extension service of Rutgers U are cooperating with WOR in presenting the programs.

* * *

Ask The Bargain Hunters

ANOTHER slant on interviews is given during a series titled *Friendly Store* on KFOX, Long Beach, Cal., when Foster Rucker, KFOX production manager, questions women shoppers in Walker's Department Store, sponsor of the program. Questions range from current events to bargains at Walker's and each woman interviewed gets her choice of sample cosmetics.

* * *

Mind Your Manners

TEACHING etiquette by radio is the purpose behind *Mind Your Manners*, new series on NBC conducted by Allen Prescott, writer and commentator.

Station Questions

WSPD, Toledo, has inaugurated a new series *The Letter Box*, with Joe Rockhold as commentator. It is intended to give the listeners an opportunity to write to Mr. Rockhold, asking any questions that may concern the Toledo station and its staff. The radio audience is invited to write letters of criticism, which will be read and answered as readily as those of comment, or simply questions regarding the station, its personalities or its programs. Letters will be read and answered over the air providing the sender signs his or her full name, although only the initials will be used in the broadcast.

* * *

From the Skyways

INTERVIEWS with passengers and members of the airport personnel make up *Your Skyways Reporter*, a new program on WAAT, Jersey City, broadcast from 6-6:15 p.m. three evenings weekly. Bob Becker handled the interviews from the American Airlines terminal at the Newark Airport, covering the departure of the sky-sleeper for Los Angeles and the arrival of a non-stop plane from Chicago.

* * *

Panning the Fans

AN INNOVATION in baseball radio interviews, *The Fan Speaks*, was inaugurated by Bill Williams, sports commentator, WBZ-WBZA, Boston-Springfield, July 22. It gives baseball enthusiasts an opportunity to tell their story, for microphones are placed at the entrances of National League Field and Fenway Park each afternoon before the game, and Bill Williams interviews patrons on their way into the park.

* * *

War and Peace

A SERIES of programs dedicated to neutrality and broadcast under the auspices of the National Council for the Prevention of War has been launched on the Inter-City Network under the title *The Road to Peace*. Leaders in the peace movement and in the plan to keep America out of any future European wars will speak each Tuesday evening from Washington.

* * *

Women and Good-Will

WCKY, Cincinnati, is cooperating with 91 women's organizations in its coverage area to publicize the Third Biennial Greater Cincinnati Woman's Exposition to be held November 10-17. Mrs. Eugenia M. Thorpe, executive secretary of the exposition is interviewing the leaders of the women's organization in a Wednesday morning series. Slant: Good-will builder.

* * *

Your Health and You

AN INFORMATIVE program called *Your Good Health* directed by Carl F. Meyer Jr., vice-president of Meyer Bros. Drug Co., is broadcast in a Monday night series on KWK, St. Louis. Prominent physicians and chemists discuss interesting developments in medical and drug science. The programs are dedicated to family physicians and are devoted to public information on science and medicine.

Time at Night

LATE EVENING variety program series corresponding to the widely used morning variety shows is broadcast nightly on WCFL, Chicago, and consists of time signals, weather reports, news and hot music. Sponsored by the local Levinson Radio Stores, the program idea resulted from a survey made recently by Schwimmer & Scott Inc., Chicago agency, which indicated that thousands of persons in the city were calling the telephone company between 10 p.m. and midnight to ascertain the correct time. Ed Burke and Ed Chase, WCFL announcers, are in charge of the series and report that several thousand letters have so far been received thanking WCFL for the service.

* * *

Public Square Items

KFAB, Omaha, has started *Home Town News* every afternoon, making up 10 minutes of the quarter-hour news program, and gives items gathered by its statewide staff of correspondents. News from farms and villages is featured and while weekly newspapers are scooped, they have proved friendly to the program and frequently run stories mentioning that local news has been featured on the program.

* * *

DRESSED UP—At special events, announcers of KCKN, Kansas City, wear uniform sports coats like this, with three-inch gold-braid letters. Left to right are Announcers Randall Jessee, Ralph Nelson, also director of special events, and Karl Willis.

* * *

The Little Show

The musical variety revue, *The Little Show*, which is broadcast twice daily on WBZ-WBZA, Boston and Springfield, as a participating program, has made such a hit with New England listeners that NBC is now broadcasting a special Saturday afternoon half-hour *Little Show* as a coast-to-coast sustaining feature on the Blue network. No commercials are accepted for this weekly network broadcast.

Built to give local announcement sponsors a musical background for their announcements and to give the audience good entertainment during the participation periods at noon and in the early evening, the *Little Show* has also been used as a testing ground for new talent.

* * *

Wilderness Drama

WORC, Worchester, Mass., recently began a series of nine weekly 15-minute broadcasts titled *Adventures in Exploration*, designed for young listeners. The programs deal with the romantic side of science and explorations, with accepted scientic or educational facts as the base. The first *The Dragon of Komodo*, dealt with the big lizards of the East Indies. The programs are presented through interviews of Dr. Edward M. Weyer, Sherman Voorhees and Donald R. Barton, of the Museum of Natural History.

For Tourists Only

INFORMATION for tourists is the service angle of *Calling all Tourist Cars*, a daily feature on KVOO, Tulsa, directed to vacationists and travellers who are motoring toward Tulsa. The commercial announcements concern local firms who cater especially to tourists and the program consists of music and information about points of historical interest.

* * *

Getting Tourists to Listen

TWO programs on KVOR, Colorado Springs, are aimed at tourists. In the first, Zelle Wade is heard thrice weekly describing entertainment places around Colorado Springs. A program staged by the Junior C. of C. with A. Frederic Handke as master of ceremonies offers historical and other interesting data about picnic spots, motor trips and hikes.

* * *

Chicks and Tourists

WFMD, Frederick, Md., carried four daily half-hour broadcasts from the International Baby Chick Association Exposition in Baltimore 40 miles away. Prominent speakers in the poultry industry were presented during the broadcasts. WFMD has also inaugurated a program for motorists planning summer vacations. It is captioned *See America First.*

* * *

Another Tourist Idea

ALSO for the tourist is *Our Minnesota*, broadcast by KSTP, St. Paul. The program points out unusual facts about the state and goes deep into history and folk lore.

* * *

Are You Listening?

TO ATTRACT listeners, KFRO, Longview, Texas, is broadcasting a short contest three times daily which consists of naming some resident of the area and the award of a theatre ticket to that listener if he calls the studio within five minutes after his name has been announced. Titled *Are You Listening?* the series is creating a lot of comment, says KFRO.

* * *

Housing Hows and Whys

TO HELP the homeowner with house, lawn and garden problems, KFRU, Columbia, Mo., has started *Your Home and Mine*, a twice-weekly evening quarter-hour.

* * *

Fine for Fur Shows

THE air-conditioned studios of WKY, Oklahoma City, permitted the station to stage a fur style show a few days ago for Kerr Drygoods Co. The store reported a tremendous response to the program, with the largest crowds in its history appearing next day to inaugurate the annual summer fur sale.

* * *

For Rising Stars

PROMISING, but little known movie actors participate in *Hollywood Showcase*, a weekly half hour program on CBS. Charles Vanda, CBS Pacific Coast production manager, supervises the series and Don Bernard produces the show with Arthur Gilmore as announcer.

BUMPER—Harvesting the largest wheat crop in seven years, KMBC, Kansas City, decided the Southwest's bonanza was nationwide news and broadcast a half-hour program over CBS. Here is Caroline Ellis interviewing J. W. England, farmer, and L. B. Hardin (right) Johnson County (Kan.) Agent at one of the pickup points.

* * *

Double Pay Off

LISTENERS and announcers are competing in a contest series on WCPO, Cincinnati, called *Choose Your Announcer*, during which the listeners write letters selecting their favorite WCPO announcer and the announcers try their best to be chosen on merit. Prizes are $25 for the best letter and $25 for the announcer chosen, with second and third prizes of $15 and $10 for listeners and announcers who place.

* * *

Money for Answers

FIVE silver dollars are given to persons who answer the questions asked on the *Vox Pop* program of KTRH, Houston, conducted in a local theatre by Ted Nabors, Tom Jacobs, Harry Grier and Harfield Weedin. The last question pays $25 for a correct answer and is intentionally made difficult. Metzgar Dairies, a local milk concern, sponsors the program which is becoming more and more popular, says KTRH.

* * *

Announcers All

ANYONE may make an announcement during *The Public Announces*, a new late evening series on WCPO, Cincinnati. Stewart Finley, master of ceremonies, introduces members of the studio audience to the listeners and lets them announce one or two musical numbers. Slant: Leads to a lot of fun and makes the audience feel like they have a part in things.

* * *

For the Shutins

A SUNDAY morning program dedicated to hospital patients and other shutins is *Lewis Charles' Sunrise Hour*, broadcast from 8 to 9 a. m. on WOV, New York.

Sound From Sightless

A GROUP of blind actors and actresses presented a radio drama on WLS, Chicago, July 19. Known as the Braille Theatre Guild of Chicago, the group gave an original play written by Bill Meredith of the WLS continuity department. Scripts were transcribed into braille. Dorothy Proesch, director of the Guild, found that rehearsing the group of eight sightless actors for the microphone was considerably easier than preparing them for their yearly stage productions. Three microphones were used which made it unnecessary for any of the players to move nearer to or away from the microphones.

* * *

The Judge Tells

SAFETY is the theme of *The Judge Tells His Story*, dramatized version of actual manslaughter trials broadcast by KVOD, Denver. Leading roles are carried by a municipal judge and assistant city attorney. Scene opens in the home of the judge, supposedly entertaining the attorney, then shifts to the court room for the reenactment, and finally retuns to the home where it is explained how the accident could have been avoided.

* * *

Sun Spots and Stars

HAYDEN PLANETARIUM, New York, is doing its bit to educate the radio audience astronomically. Miss Dorothy Bennett, assistant curator at the planetarium, is conducting a Tuesday afternoon series, *Drama of the Skies*, on a CBS network, and various staff members are heard in a Thursday evening series, *Romance of the Stars*, on WINS, New York.

Dissecting Humor

A SERIES of seven lectures on *Humor in the Arts* is being broadcast by David Canfield on WQXR, New York, each Wednesday evening. Series, a production of the radio division of the Federal Theatre Project is called "the first effort at a sociological study of humor in relation to changing cultures and life patterns."

* * *

College Sponsor Series

THIRD annual summer series of commercial broadcasts sponsored by 10 Iowa colleges is being broadcast on the Iowa network, half-hour, Sunday afternoon. Titled *Musical Pastels*, the series is under the supervision of Edwin G. Barrett, head of the radio department of Drake U, and includes talks by college executives as well as string ensembles and soloists.

FOR SALE STATION

Western location, 500 Watts, Unlimited time—Moneymaker with future.

Box 730 BROADCASTING

"FAN" MAIL . .

GAUGED BY THIS MAIL response, WHAS has a tremendous early morning listening audience far beyond its proven primary listening area . . .

OFFER—a fan
PROGRAM—The Morning Jamboree
TIME—7 to 8 A.M.
DURATION OF OFFER—3 weeks
RESULTS—

State	Number of letters received	No. of Counties heard from	Total Counties in State
KENTUCKY	8,261	120	120
INDIANA	4,175	90	92
OHIO	1,511	75	88
ILLINOIS	491	65	102
TENNESSEE	1,336	90	95
TOTAL	15,774	440	497

Your message, broadcast over WHAS, will go into millions of homes in the richest part of the middle west, morning, noon and night.

WHAS Represented Nationally by Edward Petry & Co.

IN *Atlanta* USE **WGST**

CBS 5000 watts day 1000 watts nite 890 kc.
Reps: E. KATZ SPECIAL ADVERTISING AGENCY

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

STUDIO NOTES

THE ANNUAL "On to Alaska with Buchanan" group of boys and girls, numbering over 40, left Detroit July 18 for a personally conducted tour of the Northland by George E. Buchanan, Detroit philanthropist, who assists the boys and girls in financing the journey. Accompanying the party this year was Miss Betty Roberts, in charge of women's activities at WJBK, Detroit. She will conduct broadcasts by members of the group in many of the cities which the party visits, including St. Paul, Winnipeg, Vancouver, Seattle and Portland.

WFMD, Frederick, Md., has started construction of new studios and offices to occupy the third floor of the Seminary Bldg. A large theatre studio, two medium studios, speaker's studio, audition room, reception room, including new speech input equipment.

BOTH Mutual and NBC will broadcast the College All Star-Green Bay game coast-to-coast on Sept. 1 in its entirety but NBC will not be permitted to have an outlet within 150 miles of Chicago, WGN being the only Chicago station broadcasting the game. The game is being promoted for the fourth successive year by the *Chicago Tribune* in cooperation with other newspapers all over the country. Mutual will have Bob Elson, WGN sports announcer at the microphone in addition to Coaches Elmer Layden and Lynn Waldorf of Notre Dame and Northwestern. Hal Totten and Bill Stern will man the NBC mikes.

PAUL KENNEDY, radio editor of the *Cincinnati Post*, has started a twice-weekly commentary on WCKY, Cincinnati, at the invitation of L. B. Wilson, WCKY president.

WORC, Worcester, Mass., was to dedicate its new studios at 65 Elm St., Aug. 1.

JOPLIN BALLOT—WMBH, Joplin, Mo., broadcast a burlesque on the recall election campaign against the mayor of the city. Bruce Quisenberry, man-in-street conductor (left) interviews Madam Pandora Pinfeather and her campaign manager, Honest John Hamilton Farley.

TWELVE outlets on the grounds of the Centennial Exposition and Lumberjack Festival, July 17-31, were handled by WKBZ, Muskegon, Mich., featuring notables from all over the world. WWJ, Detroit, sent Program Director Wynn Wright, Chief Engineer Eberle and Engineers Bill Allen and Bill Dean to Muskegon July 17 to handle an hour's program, 30 minutes of which were fed to NBC-Red via the WKBZ lines. WKBZ also carried a *Street Broadcast* from the grounds daily.

THE 240-mile Port Huron-to-Mackinac Island sailboat race, big event of the Great Lakes summer sports program, was broadcast via remote control stations through WWJ, Detroit, the weekend of July 17-19. Harry LeDuc, yachting expert of the *Detroit News*, was at the microphone when the boats started. He and Mel Wissman described the scene from a shore microphone, while Announcer Bob Stanton hovered overhead in a plane and presented a word picture of the jockeying for position. Next day Stanton and Engineer Carl Wesser handled a broadcast from a mobile unit at Alpena. A short spot was cut into the station schedules shortly after the play-by-play of the Detroit-Washington baseball game. The finish, late in the afternoon of July 19, was broadcast through this same unit at Mackinac.

TWO NEW Sunday evening programs, one starring Sylvia Froos, popular songstress, and the other featuring Benny Davis, song writer and vaudeville trouper, are the latest additions to WOR's summer schedule of light, fast moving musical programs. Both programs start Aug. 1.

GUEST artists will appear in the daily broadcasts of Sachs Quality Furniture Inc., New York, on WMCA for six weeks while the regular talent on the programs, Bill Hanson, Vincent Howard and Jim Brennan, do some picture work in Hollywood. The *Three Little Funsters* left New York on July 25, following their 5,156th broadcast for this sponsor.

KSFO, San Francisco, is building a pier for pleasure craft for the use of members of its engineering crew at the new transmitter plant located but 25 feet from hightide level. Construction work on the plant is nearing completion and erection of the 400-foot tower will begin soon. The building will act as foundation for the column.

THE RAPID growth of the candid camera hobby has prompted KSFO, San Francisco, to stage a weekly program dedicated to these enthusiasts. Every Thursday night the station presents the *Camera Club of the Air*. It incorporates the latest news about cameras and photography and music produced by the Dante Barsi Swingtette. The program is written and produced by J. C. Morgan and announced by Joe Walters. The voice of the camera is created by Jack Moyles.

MARYLAND Department of the American Legion has presented the personnel of WJEJ, Hagerstown, Md., with a plaque for service rendered the Hagerstown post.

WCCO, Minneapolis, and KROC, Rochester, joined in presenting the ascension of Dr. Jean Piccard in his stratosphere apparatus from Rochester, July 24. Going on the air from Soldiers Field, Rochester, at 11:10 p. m., the stations offered listeners a continuous eye witness picture of the unusual proceedings until 12:45 p. m. During the last half-hour, a two-way conversation with Dr. Piccard, then nearly a half mile in the air, was rebroadcast. The famous stratosphere balloonist carried transmitting and receiving equipment in the gondola of his *Pleiades*. Tuned to his broadcasting equipment was another shortwave setup on the field.

WLS, Chicago, is organizing a new promotion and advertising department with Robert L. Kaufman, formerly commercial manager of KMA, Shenandoah, and program director of WBBM, Chicago, in charge. Working with Mr. Kaufman are David Wilburn, Bob McIlwaine and Oren Allen of the commercial department, and Virginia Seeds of the publicity department.

THE *Durham* (N. C.) *Sun*, which with the *Durham Morning Herald* forms the parent organization of WDNC, has started a series of articles on WDNC personnel, one staff member being covered at a time. The series to date has included Manager Frank Jarman; Alice Waters, secretary; Kay Lee, continuity writer; Woody Woodhouse, sports announcer; Lewis Brown, salesman; Bob Stratton, engineer; Al Harding, announcer.

CHARLES LAPWORTH, formerly managing editor of publications of the British Broadcasting Corp., has two weekly quarter-hour commentary programs on KFI, Los Angeles, *What the Papers Say* and *What the Critics Say*.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

RESULTS . . . . *that's what counts*

The excellence of the job being done for advertisers by WDBJ in the rich Roanoke and Southwest Virginia markets . . . is shown by the fact that 80% of WDBJ's contracts are renewal contracts. To cover this prosperous area consistently and satisfactorily *at all times* you must use WDBJ.

Representatives
CHICAGO — Sears & Ayer
NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

RESULTS!
COUNT MOST
The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.

RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO DETROIT
WEED & COMPANY

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE · MUTUAL

Movie Tactics Adopted By Atlas Radio Corp. to Promote Disc Serials

Mr. Ebenstein

A PLAN to apply to the transcription industry the methods of distribution and exploitation employed by motion picture companies has been announced by Herbert R. Ebenstein, president of Atlas Radio Corp., new entrant into the transcription producing field which has opened offices at 1540 Broadway, New York. Mr. Ebenstein, formerly a producer and distributor of motion pictures, stated that his company has 28 radio serials ready for distribution, consisting of 890 quarter and half-hour episodes and representing an investment of $400,000.

He said that Atlas is entering into franchising agreements with six distributing organizations throughout the country, and that by Sept. 1 offices in 24 cities will be exclusively engaged in the distribution and servicing of Atlas productions. Under the terms of the Atlas franchising contract, each distributor must maintain offices in specified cities. Criterion Radio Productions Inc., 1540 Broadway, has been appointed distributor in the eastern states with offices in New York, Boston, Philadelphia and Pittsburgh. Mr. Ebenstein has left New York to complete franchising negotiations in other areas. Most of the distributors, he said, will be graduates from motion picture ranks.

As in the film industry, Atlas productions will be leased to stations for one playing only and will not be sold. Two separate sales organizations will be maintained: one to lease programs to stations, the other to contact advertisers and advertising agencies as a service to radio stations in securing sponsorship of Atlas features.

In addition to Mr. Ebenstein, officers of the new company are Lou R. Winston, vice-president in charge of production, and Harold C. Hopper, treasurer in charge of studio operations. Both Mr. Winston, former president of Radio Producers of Hollywood Inc., and Mr. Hopper, currently president of the Cinema Mercantile Corp., Hollywood, headquarter at 930 North Western Ave., Hollywood, where all Atlas productions are made.

COLUMBIA ARTISTS Inc., subsidiary of CBS, has moved its West Coast headquarters from KNX, Hollywood, to the Equitable Bldg., that city. Larry White continues as head, with Arthur Rush handling the concert clients.

GLADYS MILLER, responsible for the Bigelow-Sanford Co. *Hollywood Room Recipes* series last fall, and in transcription this spring, and now president of Service Programs Inc., has been appointed to the faculty of the School of Retailing of New York University.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

The Other Fellow's Viewpoint . . .

Scouts Pleased

EDITOR, BROADCASTING:

May we through you and your excellent publication thank the radio networks and the stations of America for the splendid cooperation they gave the Boy Scouts of America prior to and during the first National Jamboree, which took place in Washington, D. C., June 30 to July 9.

It was a great source of satisfaction to Walter W. Head, President of the National Council, Dr. James E. West, Chief Scout Executive, and the writer, to learn that both the networks and the stations were definitely interested from the very beginning in our planned Jamboree Public Relations program on the basis of service to their audiences. I have proof in my office substantiating everything I say.

For six months prior to the Jamboree we were in close contact with the radio stations serving the American people, and I have written evidence of the cooperation they gave us during that period. This cooperation was, undoubtedly, a direct result of an understanding and sympathetic attitude on the part of the program managers of the values that accrue to the nation from an institution such as the Boy Scouts of America.

All of us in Scouting are conscious of the rich contribution the networks, stations, executives, artists, and a selected list of commercial sponsors, made in behalf of the greatest gathering of boys ever held in the Western Hemisphere.

While Dr. West has thanked all who have cooperated with us, I feel that your publication, which so definitely represents the industry, should carry this letter as a further acknowledgment of our gratitude.

LESLIE C. STRATTON,
Director of Public Relations
Boy Scouts of America
New York City
July 23, 1937.

Pear List Made Up

CALIFORNIA Fresh Bartlett Pear Advisory Board, Sacramento, (pears), on July 26 started for three months, a fall campaign using daytime spot announcements on 28 stations nationally. One and two live spot announcements are being used daily, five and six times weekly on the following stations: WOR, WHN, WMCA, WLS, WCAU, KYW, WBZ, WBZA, WEEI, WNAC, KDKA, WCAE, WJR, WWJ, WJAY, WTNJ, WFBR, KMOX, KSD, KSTP, WSAI, WCKY, WDAF, KMBC, KSFO, KFRC, KFI, KNX. Agency is J. Walter Thompson Co., San Francisco.

Program Cooperation

EDITOR, BROADCASTING:

I have been away and this is my first opportunity to answer your letter of July 1 with regard to Mr. Scripp's article in your July 1 issue.

There is certainly a lot of food for thought in Mr. Scripp's article and I believe most of us feel that a large number of stations have not paid sufficient attention to programming and have permitted too many similar shows to be broadcast in a period of time. I believe that the advertiser using transcriptions can work with the station managers and help the stations have a more balanced daily program.

During the past two years we have watched this point quite carefully in spotting *The Monticello Party Line*. I am convinced that listeners are becoming worn out with flocks of script shows, then a bunch of musical shows, and another flock of variety shows when cooperation between the advertiser and the station manager could improve the picture.

MAXWELL R. HOTT,
Vice-President,
DR. W. B. CALDWELL, INC.
Monticello, Ill.
July 13, 1937

STANDARD OIL Co. of California has signed Alfred Hertz, symphony conductor, to direct the remaining concerts of the *Standard Symphony Hour* summer series on NBC-Red. The present series will continue through September.

FTC Stipulations

THE Federal Trade Commission announces action in the following cases: Stipulations—R. L. Watkins Co., New York, to revise claims for Mulsified Cocoanut Oil Shampoo; Affiliated Products Inc., Chicago, to revise claims for Outdoor Girl cosmetics; Oneida Ltd., Oneida, N. Y., to cease certain claims for William A. Rogers Ltd. and Simeon L. & George H. Rogers Co. silverware in which half-price sales are advertised. Complaints have been issued against Cal-A-Mo Laboratories, Los Angeles; Lavoptik Co., St. Paul, and General Motors Corp. and Ford Motor Co. (allegedly false claims for auto prices). Coolerator Co., Duluth, has been ordered to cease allegedly disparaging statements regarding mechanical or electrical refrigerators.

By The Way!

Savannah wholesale grocers are reporting 75 to 100% increase in the sale of Wheaties. The reason? The Wheaties baseball broadcasts over WTOC. Investigate the rich Coastal Georgia market when making up your fall advertising campaign.

WTOC
1260 Kc.
CBS NETWORK
Represented Nationally
By
Paul H. Raymer Company

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

MILLIONS OF SUBWAY RIDERS DO!

You may not find a WBNX listener in a luxurious, private railroad car. But you'll be sure to find him and some 4,000,000 like him, on the subway. He's the man who works for a living and spends a liberal portion of his income on standard advertised goods. He's the mass purchasing type . . . the kind your product is designed to reach!

"It's the Four Million who Listen to WBNX"

1000 WATTS DAY AND NIGHT
WBNX NEW YORK

CBS Training Course

TO PROMOTE better organization and a fuller understanding of its various departments, CBS is scheduling a series of ten 90-minute meetings to start this month at its Hollywood headquarters. Meetings are directed to the younger men of the network and will consist of presentation and discussion of every phase of CBS activity, according to Donald W. Thornburgh, Pacific Coast vice-president. Discussions will be basis of a training course for the future. Subjects to be discussed at the ten meetings include: CBS and the Radio Industry; How CBS Sells Radio; Programs; Radio Production; Music; Engineering; The CBS Network Sales Promotion; Public Relations and Publicity; Office Procedure.

DON'T *forget*

THIS SUMMER WTAQ LISTENING AUDIENCE WILL INCLUDE PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at our resorts. Write or wire for details.
JAMES A. WAGNER
Manager-Director

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN

TIMELY PROMOTION
KXYZ, Houston, Has Tiein With Phone Service

A BELIEVER in advertising of all kinds, KXYZ, Houston, was quick to recognize the advertising value of the Houston Telephone Time Service and has placed a contract with this bureau for advertising by telephone. Three thousand calls an hour clear through Houston Telephone Time Service, and one announcement out of every five carries a message of some KXYZ service to the thousands who call this bureau for the correct time.

"Fine entertainment, K X Y Z, NBC-Blue Outlet, 1440 on your dial" is a typical announcement delivered by the announcers over the telephone. So popular has this service become that the telephone announcers are receiving fan mail and much local interest has been created with this useful service.

Van-Tage Testing

VAN-TAGE MEDICINE Co., Los Angeles, which has devoted its entire advertising appropriation to newspapers in the past, spending $40,000 monthly to attract consumer interests, for the first time is using radio, having started July 19 for 13 weeks, a test campaign on KRKD, that city. Thrice weekly quarter-hour live talent program titled *Dr. Nature* with Churchill Murray, as commentator, is educational in nature. If test is successful, sponsor will extend campaign to include other West Coast stations. General Adv. Agency, Los Angeles, has account.

WOR ON CRUISE—When a hundred or so members of the Madison Square Boys' Club were taken on their first sea fishing expedition in July aboard the yacht *Sylph*, Bob Edge, hunting and fishing commentator of WOR-MBS, went along as advisor and judge in the contest for the biggest fish, and with Bob went the men and equipment necessary to broadcast two programs from the yacht. Pictured (left to right) are Charles Singer, engineer in charge of the broadcast; one of the boys; Dr. Herman Berens; Bob Edge, with the winning catch; and Dave Driscoll, special features announcer.

Cemetery Lots

"CAN RADIO sell cemetery lots?" This is the question put to WOWO, Fort Wayne, some 10 weeks ago. Assured that it could, the Greenlawn Memorial Association went on WGL, Fort Wayne, WOWO's associate station, on Sunday afternoon at 1:30 p.m. (CDST), with recordings of Homer Rodeheaver, evangelist, and his sister Ruth Rodeheaver Thomas. The account reports present sales increasing at rate of 10% to 30% each week.

JOE E. BROWN, movie and radio comedian, arrived in Chicago from Hollywood July 23 to take over a three-week job as announcer on the WJJD ball games which are sponsored by the Kellogg Co. The comedian will work with John Harrington, regular announcer on the games. While in Chicago, Mr. Brown will make two weekly appearances at various Chicago playgrounds giving instructions to youngsters in the Kellogg Baseball School.

Federal Trade Bill Held in Commitee

House Group Delays Plan to Consider Related Measure

ALTHOUGH approved by the House Interstate & Foreign Commerce Committee more than a fortnight ago, the amendment to the Federal Trade Act, giving the FTC advertising jurisdiction over foods, drugs and cosmetics, has been withheld from the House calendar.

Inquiries at the Committee bring the answer that the report on the amendment has been delayed pending consideration of the Copeland and Chapman food and drug bills. Members propose to hold up the Federal Trade Amendment until the food and drug bill is near completion to make certain that advertising features in the former measure will not be hampered by provisions of the latter bill, it was said.

Both bills, it was indicated, might be brought to the floor simultaneously. In that way, some members of the Committee believe, a more favorable consideration of the whole plan involved in both bills will be obtained.

Minority Report Likely

It was learned, however, that a minority of the Committee is preparing a report on the advertising features of the FTC amendment and causing some delay. This minority report presaged a fight on the floor to put teeth in the advertising provisions.

The minority probably will demand that civil and criminal prosecution by the attorney general be provided. The bill as approved by the Committee would give the FTC powers to issue cease and desist orders against fraudulent advertising, and grant injunctive powers to the Department of Justice upon complaint of the FTC.

With a drive being made for adjournment by Aug. 14, food and drug legislation may again be lost in the legislative shuffle. For four years efforts have been made to rewrite the existing food and drug laws, in force since 1909, but there have always developed circumstances which blocked enactment, largely on the question of whether the Department of Agriculture or the Trade Commission should have jurisdiction.

A split on the current measure appears certain again between House and Senate conferrees on the judisdictional question, assuming that the House approves its revised measure within the next week or 10 days. The Senate passed the Copeland Bill (S-5) early in the session, giving jurisdiction to the Department's Food & Drug Administration, but the House committee scrapped the bill and placed the advertising in the Federal Trade Act amendment. The revised bill, however, is still numbered S-5 in the House.

The House Committee report on the revised measure is expected shortly.

WOKO
ALBANY, N.Y.

—try it for Smashing
SELLING POWER

WOKO, basic Columbia Network outlet, is *the* buyers' guide in The Capital District, a rich zone of highly diversified industry; peak, stabilized purchasing power; widely representative of every trade market.

In the heart of "The State that Has Everything" . . .

HAROLD E. SMITH, *General Manager*

STATION WOKO ALBANY, N. Y.

DOLLARS AND SENSE!

A common-sense program policy has brought to WSOC thousands of common-sense listeners. A healthy percentage of each dollar they earn (and they earn many) is spent for products advertised over "The Friendly Station." Join us and profit.

WSOC Charlotte, N. C. an NBC Affiliate

KFPY—Spokane
KGIR—Butte
KXL—Portland
Serving 80% of the people of the Pacific Northwest

Bullock's Boosts Radio As Medium For Retail Stores

Department Store Programs As Seen by Agency Expert

By O. V. JOHNSON
Dana Jones Co., Los Angeles

Mr. Johnson

PERHAPS it is a bit premature. And perhaps there's nothing to our own private surmise. But if you were in our place you would at least be inclined to agree that department stores are starting to regard radio advertising with renewed interest. We can't yet call it a trend. The development is still too recent for that. Nevertheless, we see this fact in sharp focus—the attitude of the average department store toward radio advertising has changed from apathy to keen awareness.

True, our opinion is based on dealing with one client—Bullock's, Los Angeles. With all modesty, we can point out that many a trend in department store merchandising and advertising can be traced back to an origination point at Bullock's. Who knows but what this same institution's pioneer endeavor in the field of institutional advertising via radio will be the forerunner of the long sought acceptance of radio advertising by the nation's merchant princes.

The title of the half-hour program presented every Friday evening by Bullock's on KNX, Los Angeles, is *New Horizons*. The program's theme is "to provide inspiration for embryo artists seeking new horizons. Perhaps that sounds as if it might be another amateur hour. Actually, however it is very different. In the first place the entire program is geared to a production quality in keeping with the store's unusually high standing. Musically, too, the presentation is far above the average run of local productions. Entertainment ranges from the swingiest of swing to classics interpreted by talented artists of the concert stage. A recent broadcast, for example, presented Nino Albanase, concert pianist, who followed a series of European and American concert tours with this radio debut. His offerings included "Tocatta" by Marticci and "Dance of Olaf" by Pick Mongigalli. The lighter entertainment on the same broadcast was furnished by Walter Schuman's "Swingsters," a unique vocal ensemble, and by the orchestra of Felix Mills.

Brief dramatizations serve to provide interesting variety. On one broadcast, for example, inspiration was provided through dramatized highlights from the life of Willard Huntington Wright, better known as S. S. Van Dine, author of the thrilling Philo Vance detective fiction. The program itself did not just happen. They never do. The *New Horizons* actually was the culmination of months of planning by executives of the store, KNX officials, and the staff of this agency. Once the right talent had been selected, we were able to release a widespread publicity campaign assuring this broadcast a record first night audience. Special stories and letters were sent to every southern California newspaper carrying a radio column. This was coupled with the placement by Bullock's of special radio page advertisements.

The sole purpose of the program is to sell the institution rather than the product—the store rather than the price tag. For an institutional type of program, presented by a store of exclusive individuality, it is thought by Bullock directors that both the choice of program and outlet have been ideal. An opportunity to bring the first flush of fame to embryonic stars of the airways is surely a laudable vehicle for carrying an institutional message. By the same token, then, the choice of releasing station must logically be, by all standards, a leader in its territory.

That Bullock's has chosen wisely, both as to program and station, is indicated by the widespread interest which has been aroused. Not only has the listening audience given the program an enthusiastic reception, but artists from all parts of the country have wanted to appear as guest stars. One in fact, a Metropolitan Opera singer, made the trip to KNX studios in Hollywood with an appearance on *New Horizons* as one of her prime goals. It's pleasant to record here that this artist's successful audition and subsequent radio appearance resulted in a motion picture contract with one of the major Hollywood studios. Bullock's and stores of comparable quality throughout the country have long enjoyed the patronage and confidence of newspaper readers. Now Bullock's points the way to a similar enjoyment of increased interest from radio listeners everywhere.

KIDO's Kitty

A FOUNDLING kitten crept into the studios of KIDO, Boise, Id., the other morning during a variety program, fell on the piano keys while chasing a fly, and became a radio star five minutes later. The announcer told about the kitten and asked for a name. More than 200 listeners have sent in names which range all the way from Wimpy and Rasputin to Static and Roosevelt. The KIDO Kitty is a regular feature of the early morning program now, purring and meowing all over the Northwest.

THUG SHOOTER—J. E. Denton, who was kidnaped by the notorious Traxler duo, tells how he shot the two kidnapers. WKY, Oklahoma City, broadcast the account from Kingston, 120 miles away, with Allan Clark interviewing the hero. Earl Hull, chief engineer, is at the controls.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

OUR MAIL HAS INCREASED OVER 65%!

That's our record for the first six months of 1937 as compared with '36 -- and even in '36 we were an outstanding "mail" station.

What's the secret? Well, first, we've built local shows which our listeners won't miss [for the same reason that you didn't miss seeing your wife in that last Little Theatre play] . . . . Second, we carry the best of N. B. C. . . . . Third, we sell our entertainment. Which, in turn, sells your products.

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

NEWS
is your best bet
TRANSRADIO

"*A Blind Spot*" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens), on Aug. 27 starts *Harold Stokes* and his orchestra on 3 MBS stations (WOR, WGN, CKLW), Fri., 8:15-8:30 p. m. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

PONTIAC MOTOR Co., Pontiac, Mich. (autos), on Oct. 1 resumes *Varsity Show* on 77 NBC-Blue stations, Fri., 8-8:30 p. m., rebroadcast 10:30-11. Agency: MacManus, John & Adams Inc., Detroit.

DELAWARE, LACKAWANNA & WESTERN Co., New York (Blue coal), on Sept. 26 will start *The Shadow* on 10 MBS-Yankee stations, Sun., 4:30-5 p. m. (rebroadcast 5:30-6 p. m.). Agency: Ruthrauff & Ryan Inc., N. Y.

HECKER PRODUCTS Corp., New York (Hecker H-O), on Sept. 7 will start *Hecker's Information Bureau* with Jean King and Myra Kingsley on 25 MBS stations, Mon. thru Fri., 11:45 a. m.-noon (rebroadcast 1:30-1:45 p. m.). Agency: Erwin, Wasey & Co. Inc., N. Y.

JOURNAL OF LIVING PUBLICATIONS Corp., New York (*Journal of Living*), on Sept. 13 resumes a series of talks by Dr. Victor Lindlahr on 7 MBS stations: on WOR, WAAB, WEAN, Mon., Wed., Fri., noon-12:30 p. m.; on WGN, CKLW, WCAE, WHK, Tues., Thurs., Sat., 9:30-10 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

VARADY OF VIENNA Inc., Chicago (cosmetics), on Sept. 26 resumes *Ted Weems* on 11 MBS stations, Sun., 1:30-2 p. m. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 24 will resume *Lutheran Hour* on 29 MBS stations, Sun., 1-1:30 p. m. until Dec. 5 and after that 4-4:30 p. m. Agency: Kelly, Stuhlman & Zahrndt Inc., St. Louis.

PEPPERELL MFG. Co., Boston (sheets), on Nov. 5 will start *Dr. Karl Reiland* on 38 NBC-Blue stations, Fri., 7:15-7:30 p. m. Agency: BBDO, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Voratone), on Oct. 4 will start *Tony Wons* on some 40 CBS stations, Mon., Wed., Fri., 10:30-10:45 a.m. Agency: Morse International Inc., N. Y.

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine), on Aug. 27 starts *Gabriel Heatter* on 25 NBC-Blue stations, Mon., Thurs., 8-8:15 p.m. and Tues., Wed., 10-10:15 p.m. for 26 weeks. Agency: Stack-Goble Adv. Agency, Chicago.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Voratone), on Oct. 3 starts *Vick's Open House* with Jeanette MacDonald on approximately 80 CBS stations, Sun., 7-7:30 p.m. Agency: Morse International Inc., N. Y.

COCA COLA Co., Atlanta, early in September starts unnamed musical variety show on approximately 80 CBS stations, Fri., 10-10:45 p.m. Agency: D'Arcy Adv. Inc., St. Louis.

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal., (life insurance), on July 20 started for 13 weeks *News Behind the Headlines* with Ed Stodel, commentator, on 6 California Radio System stations (KEHE, KYA, KFBK, KWG, KMJ, KERN), Tues., Thurs., 4:10-4:15 p. m. (PST). Agency: Stodel Adv. Co., Los Angeles.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Sept. 16 starts *Eddie Dooley* on a coast-to-coast CBS network, Thurs., Sat., 6:30-6:45 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

COSMOS CHEMICAL Co., Boston (Sanovan), on June 21 began 15 participations in *Gretchen McMullen Household Program* once weekly, on 15 Yankee stations. Agency: BBDO, N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Aug. 29 starts *Smilin' Ed McConnell* on 24 NBC-Blue stations, Sun., 5:30-6 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

GOLDEN BEAR COFFEE Co., Los Angeles (coffee), on July 19 started for 13 weeks *Sycamore Street*, dramatic serial, on 2 Don Lee stations, (KHJ, KGB), Mon., Wed., Fri., 10:30-10:45 a. m. (PST). Placed direct.

AMERICAN CEREAL Co., Clinton, Mass. (Wheetabix), on July 27 began 7 participations in *Yankee Network News Service* on 12 Yankee stations. Agency: H. B. Humphrey Co., Boston.

MacFADDEN PUBLICATIONS Inc., New York (*True Story Magazine*), on July 25 began *Good Will Hour* on 12 stations of a combined Inter-city-MBS network, Sun., 10-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

WANDER Co., Chicago (Ovaltine), on Sept. 27 returns *Little Orphan Annie* on 27 NBC-Red stations, Mon. thru Fri., 5:45-6 p. m. (repeat 6:45 p. m.). Agency: Blackett-Sample-Hummert Inc., Chicago.

DUART MFG. Co., San Francisco (cosmetics) on Sept. 12 starts *Passing Parade* with John Nesbitt on 14 MBS stations, Sun., time undecided, (rebroadcast on West Coast 9:15-9:30 p. m. PST). Agency: Howard E. Williams Adv. Agency, San Francisco.

Renewal Accounts

CAMPANA Corp., Batavia, Ill. (Campana's Italian Balm), on Sept. 3 renews *First Nighter* for 52 weeks on 53 NBC-Red stations, Fri., 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

B. T. BABBITT Inc., New York (Bab-O cleanser), on Aug. 23 renews *David Harum* for 26 weeks on 21 NBC-Red stations, Mon. thru Fri., 11-11:15 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

DRUMS Inc., Detroit (cleaner) on July 22 renewed 13 quarter-hour weekly programs, *Chandler Chats*, on 9 Colonial stations. Agency: C. C. Winningham Inc., Detroit.

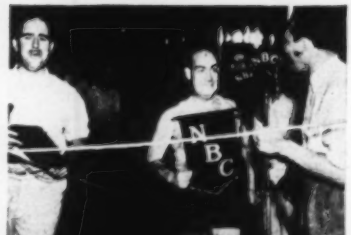
FIRST NATIONAL STORES Inc., Somerville, Mass., on Sept. 29 renews 234 quarter-hour programs, six mornings weekly, *First National Food News*, on 6 Yankee stations. Agency: Badger & Browning Inc., Boston.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 15 renews *Irene Rich* for 52 weeks and on the same date shifts the program from NBC-Blue, Fri., 8-8:15 p. m., to 41 NBC-Blue stations, Sun., 9:45-10 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes), on July 27 renewed for 13 weeks *Sports Bulls Eyes*, with Frank Bull, commentator, on 8 Don Lee stations (KHJ, KGB, KDB, KFRC, KDON, KGDM, KVOE, KXO), Tues., Thurs., Sat., 6:30-6:45 p. m. (PST). Agency: BBDO, N. Y.

RICHFIELD OIL Corp., Los Angeles (gas & oil), on Aug. 15 renews for 52 weeks *Richfield Reporter* on 6 NBC-Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KFSD), and KTAR, Sun through Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

GRIFFIN MFG. Co., Brooklyn (shoe cleaner), on Aug. 16 renews *All Wite Melody Revue* for 52 weeks on 45 NBC-Blue stations, Mon., 7-7:30 p. m. Agency: Bermingham, Castleman & Pierce Inc., N. Y.



TO NEW HOME—Ed Rogers (left), WRC announcer, outsprinted Jim McGrath, WMAL announcer in a relay race from the old to the new NBC-Washington offices, just opened in the Trans-Lux building, but McGrath won because Rogers forgot to ring chimes and announce himself as he reached the goal line. At right with mikes is Gordon Hittenmark of WRC. Other announcers who participated were Ted Kimball, Bud Barry, Lee Everett, John Hurley, Bryson Rash, Bill Verner and Hugh McIlrevey.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 13 resumes *Lux Radio Theatre* and on Sept. 27 renews it for 52 weeks on 57 CBS stations, Mon., 9-10 p. m. Agency: J. Walter Thompson Co., N. Y.

TEXAS Co., New York (Texaco), on Sept. 19 renews *Texaco Fire Chief* starring Eddie Cantor for 52 weeks on 92 CBS stations, Sun., 8:30-9 p. m. Agency: Buchanan & Co. Inc., N. Y.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Aug. 2 moves *Myrt & Marge* on 58 CBS stations, Mon. thru Fri., from 2:45-3 p. m. to 10:15-11 a. m., with a rebroadcast, 4-4:15 p. m. Agency: Benton & Bowles Inc., N. Y.

FRANCISCAN FRIARS of St. Christopher's Inn, Garrison, N. Y., on July 25 added 5 stations to *Ave Maria Hour* on Inter-City Broadcasting System, Sun., 6:30-7 p. m. Program is now broadcast on seven stations, WMCA, WIP, WCBM, WOL, WORK, WGAL, WPRO. It is placed direct.

KELLOGG Co., Battle Creek (Kellogg's Corn Flakes), on Aug. 2 changes *The Singing Lady* on 13 NBC-Blue stations from Mon. thru Fri., 5:30-5:45 p. m., to Mon. thru Thurs., 5:30-5:45 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

GENERAL FOODS Inc., New York, will switch Jack Haley from NBC-Red *Maxwell House Showboat*, to NBC-Blue half-hour *Log Cabin Syrup* program, Oct. 8. Bert Wheeler, motion picture comedian, is to take Haley's spot on *Showboat*.

FELS & Co., Philadelphia (Fels Naphtha soap), on July 19 moves *Jack Berch* on CBS from Tues. and Thurs. afternoons to Mon., Wed. and Fri. mornings 9:30-9:45 adding WPG, Atlantic City, making 20 stations in all. Young & Rubicam Inc., New York, is the agency.

TIME Inc., New York (*Time* and *Life*), is keeping *The March of Time* on 34 CBS stations, Thurs., 10:30-11 p.m., and not shifting it to Fridays as previously announced.

STANDARD BRANDS Inc., New York (Tenderleaf tea), on Aug. 8 switches *One Man's Family* from NBC San Francisco to Hollywood.

BOWEY's Inc., Chicago (Dairi-Rich) will present a repeat broadcast of the NBC-Red *While the City Sleeps* over WMAQ, Chicago, starting Aug. 2 at 5:15 p. m. (CDST).

Gabriel Heatter Booking Sought by Two Sponsors; Complications Develop

ABOUT two weeks ago it was announced that Rogers Peet Co., which operates several men's stores in New York, would sponsor Gabriel Heatter in a series of news commentation programs on WOR, five times weekly for 52 weeks beginning Aug. 30, and that this sponsor had the exclusive right to Mr. Heatter's broadcasts during this period. A day or two later NBC stated that it had a contract for four broadcasts a week for 26 weeks beginning Sept. 27 from Grove Laboratories Inc., St. Louis (Bromo Quinine), and that the programs would be news comments by Mr. Heatter.

This dilemma was apparently solved by Nat Abramson, chief of WOR's Artists Bureau, who said that the bureau had a three-year exclusive contract with Heatter, that it had given Rogers Peet a one-year exclusive contract for his services, that some time prior Grove had been dickering for Heatter for an MBS series and at the same time had tried to clear time on NBC, and that probably NBC, having cleared the time, had announced the series without knowing that Heatter was no longer available. But up to press time Grove had neither cancelled its time on NBC nor announced any substitute talent.

Meanwhile the Kendall Refining Co., Bradford, Pa. (Pennsbest motor oil), which had been planning an NBC series featuring John B. Kennedy as commentator, cancelled its broadcasts as they would have immediately preceded the Grove time and it did not seem like good programming to have one commentator follow another. But before the cancellation was announced Jay Lewis Associates Inc., New York advertising agency, stepped into the picture with a statement that it had an agreement to place any radio advertising done by Kendall, and that since this series was being handled by BBDO Inc., regular Kendall agency, Lewis would start suit if broadcasting was started. Latest word on this situation was that Mr. Kennedy would go on for Kendall as originally planned, but at a time that would not conflict with Grove's Heatter series.

Meanwhile Heatter is on vacation and could not be reached for comment.

Gillette Appoints Maxon

GILLETTE SAFETY RAZOR Co., Boston, now sponsoring *Gillette Summer Hotel* on CBS through Ruthrauff & Ryan Inc., New York, has appointed Maxon Inc., New York, as its agency. No plans have been announced.

Parker Watch Plans

PARKER WATCH Co., New York, is planning a radio campaign to cover New York and Chicago, probably through an MBS hookup. Account handled by de Garmo Corp., New York.

DOYLE PACKING Co., Newark, which has placed the advertising of Strongheart dog and cat foods with Charles Dallas Reach Adv., Newark, has started a series of five-minute transcriptions, thrice weekly on WOR, Newark, and may extend into New England in the fall.

Los Angeles Restriction On Radio Performances Of Musicians Challenged

SUIT attacking constitutionality of the ruling recently passed by Los Angeles Local 47, American Federation of Musicians, which limits radio assignments of individual musicians [BROADCASTING, June 1], has been filed in Superior Court, that city, by Harold L. Carpenter on behalf of himself and other members. Action asks the court to declare the measure unconstitutional and define rights and duties of members.

The measure prevents musicians regularly employed from playing or contracting to play more than a limited number of transcontinental programs weekly. Carpenter's suit claims officers of Local 47 are threatening to enforce the ruling and are intimidating members who play with musicians violating the ruling. Carpenter also alleges in his suit that he and other musicians have lost radio contracts and other engagements as the result of this ruling. They seek declaratory relief and an injunction against its enforcement.

Carpenter in his suit further declares that the measure was not passed in compliance with the by-laws of the organization and that it is a violation of the Constitution of California and the 14th Amendment of the U. S. Constitution. Union has requested extra time to answer the suit and enter pleading until Aug. 15, when C. L. Bagley, attorney for Local 47, will have returned to Los Angeles from the New York executive meetings of the American Federation of Musicians.

Union Convenes Aug. 2

NATIONAL convention of American Radio Telegraphists' Association, C.I.O. union, at present active in organizing technical employes of radio stations, will be held in the Hotel Edison, New York, beginning Aug. 2. Approximately 40 delegates of various ARTA chapters are expected to attend. ARTA recently won an election of "live traffic" employes of RCA Communications Inc. in New York and is now negotiating with the company for a national contract. A hearing was held on its application for the right to represent the technical employes of WHN, New York [BROADCASTING, July 15], under the auspices of the National Labor Relations Board and a decision is expected shortly.

AN INCREASE in day power from 2,500 to 5,000 watts was given KFBB, Great Falls, Mont., by the FCC Broadcast Division July 30. The station operates with 1,000 watts at night.

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

Radio Talent Union

(*Continued on page 12*)

Linda Carlon; Kenneth Thomson, executive secretary, Lawrence Beilenson, counsel, and Mrs. Florence Marston, eastern representative of the Screen Actor's Guild; Leo Fischer, executive secretary, and Henry Jaffe, counsel for American Guild of Musical Artists; Mrs. Dorothy Bryant of Chorus Equity.

Los Angeles Artists Guild

Radio Artists Guild, recently formed in Hollywood, has affiliated with Actors' Equity of the AFL and is now known at Radio Equity, Local No. 1, the original name having been abolished. Organization includes actors, singers, announcers, producers, continuity editors, writers, and sound effects engineers, and was formed in Hollywood as a part of the nationwide move to unionize radio workers under the AFL.

It was explained by Norman Field, newly-elected president, that the only radio workers—aside from white collar employes—not taken into Radio Equity are the technicians who are expected to join the International Alliance of Theatrical Stage Employes. Hollywood local has 300 members, of that number 80 having signed under the Equity affiliation, which went into effect July 14. On the payment of $10 former members of Actors' Equity joining Radio Equity, were re-instated in the organization and all back dues cancelled. Monthly dues of Radio Equity are $1, with a $5 initiation fee.

Besides Field, other officers of Radio Equity are: William Lawrence, CBS producer, first vice-president; Duane Thompson, actress, second vice-president; Thomas Freebairn-Smith, CBS commentator-announcer, third vice-president,; Ralph Scott, CBS producer, secretary, and J. Donald Wilson, actor-producer, treasurer. A board of directors consisting of 21 persons was also elected.

RAY NOBLE, musical director-stooge for George Burns and Gracie Allen over NBC-Red, Monday evenings, has been signed by RKO as a film actor in the picturization of P. G. Wodehouse's famous novel *A Damsel In Distress*. Inasmuch as the production, starring Fred Astaire and Burns and Allen, will have England as its locale, London-born Noble will be right in his element in a story depicting the droll adventures of the comic butler, Jeeves.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

Union Requests Stations To Help in Unfair List

MUSICIANS' Union, Local No. 6, San Francisco, in July circularized Bay District station managers with a letter deploring the fact that certain musicians and artists from radio stations were appearing at nearby summer resorts that have been declared unfair because they use non-union musicians. The letter, writen by Eddie B. Love, secretary of the Musicians' Union, stated that the local was endeavoring to prevent the resort owners from capitalizing on the use of radio performers to build up their business.

The writer advised station managers to cooperate in keeping their artists away from these assertedly non-union resorts, and suggested that if such cooperation was not given, the union would find itself in a position of being forced to take steps towards placing entertainers or artists on the unfair list of the union. The letter concluded that Yosemite Valley is on the national unfair list of the American Federation of Musicians and asked that radio artists and musicians be so advised by station managers.

BLACKETT-SAMPLE-HUMMERT Inc., Chicago, has created a new estimating department under the direction of Lloyd Nelson. Mr. Nelson will work in cooperation with C. P. (Pete) Nelson, radio director, and George R. McGiveran, space buyer for other media. Miss Frances Kasmer and the Misses Stanley and Jacobs will assist him in the radio division of the estimating department while Miss Anne Miller will work with him on other media.

Duluth's 'Cool' Spots

DULUTH Chamber of Commerce is currently using a series of daily except Sunday announcements, incorporated into weather reports, on WGN, Chicago; WCCO, Minneapolis; KMOX, St. Louis, and WDAF, Kansas City. Schedule started in July and will continue until latter August, placed through Stewart-Taylor Co., local agency. Spots stress Duluth's coolness and advantages as a summer resort. Barkley Schroeder, at one time with WLW, Cincinnati, is now publicity director of the Duluth chamber.

BEGINNING Aug. 1, all pressings by Standard Radio will be on RCA Victrolac, claimed to have lower surface noise and longer wear. Wear tests, it was stated, show this new material has a 25% more useful life than materials previously used.

The MILWAUKEE JOURNAL STATION WTMJ

They Don't Listen

to your program if they can't get your station.

In Southern California, only one station (a 50,000 watter) has a ½ mil/v signal embracing a larger area than KEHE's. A mere 3,538 people live in the area serviced only by Station A.

KEHE's potential ½ mil/v audience, however, is

18,307 greater than Station B's;
106,544 greater than Station C's;
331,465 greater than Station D's;
339,115 greater than Station E's.

5000 Watts **KEHE** 780 Kilocycles

LOS ANGELES, CALIFORNIA
A Member of the California Radio System
"Serving the Public Interest"
National Representative: Hearst Radio
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Transcribing New Serial

MRS. DELLA WEST DECKER, author of the serial *Helen's Home*, now appearing as a morning sustainer five days weekly over WBAP, Fort Worth, received word recently that J. Walter Thompson Co., Chicago, had placed 42 scripts of another Decker show, *Your Home Town*, with a flour milling account. Louis Jackobson, of the staff of J. Walter Thompson, Chicago, is in Fort Worth producing the new serial on transcriptions. The *Your Home Town* scripts are now appearing over 14 stations in the East and Midwest.

WROK's UNIT — This $4,000 mobile transmitter and sound unit includes a 2-watt ultra-high frequency Transceiver pack set; medium wave 50-watt Collins transmitter; Two Hallicrafter Super Skyrider all-wave receivers; Pioneer 1 kw. generator; Gibbs p. a. system; sleeping accommodations for four, and kitchenette. The Rockford station covers many rural events.

FCC Under One Roof

THE FCC staff is under one roof in the New Postoffice Bldg. as the result of the transfer of the examiners unit, and the accounting, statistical and tariffs departments from a private office building several blocks away during the week of July 26-31. The Docket Room has been transferred from the sixth floor to Room 8233. The Legal and Engineering departments have been shifted from the fifth floor to the 7300 and 7500 corridors, with the exception of Assistant Chief Engineer Ring, in charge of broadcasting, who continues to occupy his same suite, 7213-17. The examiners' unit has been located in the 2400 corridor and the accounting department in the 2200 wing.

The Navy's Cravens

T. A. M. CRAVEN, Jr., son of the FCC chief engineer, has passed his examinations as a plebe at the U. S. Naval Academy, following in the footsteps of his dad, also an Annapolis graduate, who retired as a commander in the Navy in 1930. Thus the seventh generation of the Craven family is represented in the Navy, which has had a Craven in its ranks since its inception during the American Revolution. Craven's brother is a Navy lieutenant, and Admiral T. T. Craven is his cousin. He himself retains a commission in the reserve.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted — experienced radio salesman. Prefer man over thirty who has good record. Salary and commission. Right man should earn three to five thousand first year. Write your desires and brief history to Manager WKBZ Muskegon, Michigan.

Announcer who can really sell. Sober, dependable, experienced. Submit references, photograph, recording of voice if possible. Must be enthusiastic, hard worker. Good opening for right man. Box 731 BROADCASTING.

Situations Wanted

Announcer-producer, 24. $25 weekly to start. Will audition anywhere in east or south. Box 738 BROADCASTING.

Employed radio operator, 1st class, desires change. Fair announcing and sales ability. Experienced. Industrious. Box 735, BROADCASTING.

Experienced Radio Operator, 1st class radiotelephone 2nd class radiotelegraph license. Desire reliable connection. Box 739 BROADCASTING.

Young, experienced radio announcer and operator, first class license, desires radio position anywhere. Excellent references. Box 736 BROADCASTING.

Sports commentator-announcer. Four years New York experience all sports, studio, remote. Go anywhere. Sober, references. Box 737 BROADCASTING.

Girl, age 27, college graduate, two years experience continuity editor and commentator, desires new situation. Can produce salable women's programs. Write Box 733, BROADCASTING.

News can be heard at any time on any station. What holds your audience is the man who presents it. Crack newscaster with three years experience now available. Also does straight announcing. State salary. Box 732 BROADCASTING.

Situations Wanted (Con'td.)

Attention Local Station Managers: Announce, continuity, programs, sales, studio controls, transmitter, accounting, typing, experienced; ten years retail sales, three years college business administration, three years licensed operator. Duane W. Hoisington, KPAC.

Chief Engineer; 31, formal training. 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

NEWSCASTER: Experienced reporter-desk man, now employed, seeks post where he can combine "radio voice" and writing talent doing news-casts. Recent college graduate, personable, neat. Knows how to "write for the ear" and understands the value of human interest. Has had microphone experience and training. Single, will go anywhere. Box 740 BROADCASTING.

For Sale—Stations

For Sale: Radio Station—see ad page 71.

One hundred watt station. Full time. Fifteen thousand cash down. Reasonable balance on monthly payments. Considering cash offer now. Act quickly. Box 734, BROADCASTING.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

XUM

Chicago Increases Programs on NBC

OF THE FOUR leading cities originating NBC programs only Chicago fed to the network more program hours in June than in May of this year, New York, San Francisco and Hollywood, all showing losses from the previous month. Contrasting June of this year with the same month a year ago, however, shows gains for New York, Chicago and Hollywood, with San Francisco taking a loss. These monthly figures are not especially significant and prove little except possibly to point out that Hollywood is originating far more programs this year than last, although still far behind the other three cities. The transfer of the Procter & Gamble *Gospel Singer* programs to Chicago, the return of *Fibber McGee & Mollie* to that city from Hollywood, where they have been making a movie, and the visit of *Amos 'n' Andy* to Chicago probably accounts for much of the gain showed by this city for the month.

Tabulation of program hours from these four cities follows:

	June 1937	*May 1937*	*June 1936*
New York	611 hours	627 hours	545 hours
Chicago	442	417	340
San Francisco	298	315	320
Hollywood	107	112	65

Percentages of all NBC programs according to their origination by the network's three divisions follows:

Division	*June 1937*	*May 1937*	*June1936*
Eastern	43.5%	44.9%	50.8%
Central	29.2	27.4	23.5
Western	27.3	27.7	25.7

U. S. Adv. Co. Expands

DAVID MURRAY, former stage dancer and producer of stage acts and routines, has been appointed manager of the New York radio department of United States Adv. Corp. In the past most of the agency's radio activities have been handled from the home office in Toledo, but prospects of an increase in radio billing have caused the agency to expand its New York staff.

THE radio audience that heard the All-Star baseball game played at Washington, July 7, was almost as great as that of the leading evening show, according to a recent report of The Cooperative Analysis of Broadcasting (Crossley), with 18% of the set-owners reporting hearing it.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO

BREAD THAT BROADCASTS SELL

Baking Concern Breaks Into Closed Market by Radio and Quickly Builds Business

Mr. Wilbur

IT IS not unusual for a concern to enter into business in a new territory, and it isn't unusual for this concern to do a fair amount of business providing it turns out a good product that has a good market. But when sales suddenly jump 50% almost overnight—that is very much out of the ordinary, and instantly the wide-awake competitor wants to know why.

The Somers Bakery interests came to St. Petersburg, Fla., from Fort Wayne, Ind., where they operate under the name of the Holsum Baking Co. Herbert L. Somers, manager, believed that the territory surrounding St. Petersburg would be a fertile market, and sent his son, Herbert H. there to establish the bakery. A brand new establishment was soon founded and production began last Jan. 11. Sales at first were very moderate; a few announcements were used on WSUN in St. Petersburg.

And Then Radio!

Young Mr. Somers was sold on the idea of using a man-on-the-street broadcast but wanted something unusual. Bob Wilbur, of the WSUN staff, was employed to produce a broadcast that would sell bread, and sell it in a hurry. As soon as the first broadcast was over, things began to happen. There was a complete sellout—and merchants demanded more bread. Up and up went the sales until the books of the Somers Bakeries showed a 50% increase in business. The reason? *The Talk of the Town.*

The man-on-the-street broadcast is not a new idea, but if worked with a little variation from the cut-and-dried manner, it will draw a huge audience. Wilbur, knowing this to be true, worked out a sample set of questions for the first few broadcasts. Then he asked listeners to send in what they thought were the most humorous and ridiculous questions along with the answers. Letters poured in from all over the state, even from points 1,000 miles away. The best question of each broadcast was rewarded by a weeks supply of Town Talk Bread. Each person interviewed was given a voucher for two loaves of Town Talk Bread. Commercial announcements were not used, the only plugs being remarks about the bread when the interviewed person received a voucher.

St. Petersburg, being a winter resort, brings in people from all over the world. Thus, those interviewed represented an interesting group. Their remarks prompted by intricate questions from Wilbur, provided lots of laughs for the audience on the street, and the radio listeners.

The market into which the Somers Bakeries stepped was, according to many, a closed territory inasmuch as three bakeries were making a complete coverage. However, with a good product and a live wire broadcast business went up quickly.

Japan Already Planning Broadcasts of Olympics

JAPAN Broadcasting Corp. will soon begin arrangements to broadcast the Olympic games of 1940 to be held in Tokyo, according to an official Japanese statement reported to the Department of Commerce by American Trade Commissioner Carl H. Boehringer at Tokyo. It is planned to discuss the matter with the larger broadcasting systems in the United States and with 24 other representative radio organizations in as many countries. They will be asked whether they plan to send announcers to broadcast accounts of the games. The 24 nations include England, France, Germany, Italy, Belgium, Australia, Hungary, Finland, Sweden, The Netherlands, Canada, Mexico, Argentina, Chile, Brazil, the Philippines, China, Manchukuo, India, South Africa, Egypt, Austria, New Zealand and Netherlands India.

Fast Music

LISTENERS phoning WPRO, Providence, and giving Phil Saltman, pianist, their phone number are rewarded within five seconds with a new tune based on the number. Saltman, pianist, takes the phone number, the digits 1 to 9 representing nine consecutive notes starting with "do" and the naught is wild. He writes 32-bar choruses at the rate of two a minute and is expected to rise from a 5 p. m. weekly sustainer to a twice-weekly commercial. The idea was conceived by Lew Rogers, announcer.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Complete intensified coverage of Connecticut's major market . . . where people HAVE money and, what's more, where they SPEND it!

Basic Network Station of the Columbia Broadcasting System

Major R. E. Zultz

Reminds me of the
Carolina Combination

Buying two good stations like the Carolina Combination for one low rate is like bagging two elephants with one shot. It gives you intense coverage of the two best markets in the Carolinas and doubles the value of advertising dollars.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC
WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

A Cemetery's Decade of Broadcasting

Sales of Los Angeles Firm Are Boosted By Radio

By PAUL R. WINANS

President, Advertising Arts Agency, Los Angeles

NEARLY ten years on the air without interruption with a total of 525 broadcasts, may give the Inglewood Park Cemetery Assn. of Los Angeles claim to some kind of a sponsorship record. In any event, it does represent the part radio has played in the sales promotion of a cemetery.

Mr. Winans

Many of radio's wiseacres have come to look upon the Inglewood Park Broadcast as a perennial favorite which, like Ol' Man River, just keeps rollin' along. But frequent surveys indicate that the program continues to maintain a high average in the percentage break-down of radio listeners.

In all these years, radio has been used by the account almost exclusively as an advertising medium. And strangely enough, its radio program has remained practically the same since its inception.

A natural question then is: "How has the sponsor been able to hold an audience for such a long period of time?"

For General Consumption

The answer to this may lie in the program itself which is a 30-minute concert type broadcast presented weekly at night. It is built around a full orchestra of from 19 to 22 men, with vocal and instrumental soloists. The entertainment is not "high brow" and is never planned for the choice few, but for the general public. The sponsor has always endeavored to give the listening audience a program of distinctive musical excellence.

The present series on KFWB is featuring radio adaptations of some of the more popular operas, such as *Faust, Carmen, Rigoletto* and *The Barber of Seville.* Leon Leonardi of KFWB's staff is conducting the concert orchestra during this series, and the weekly broadcasts are released simultaneously over KFOX in Long Beach. A supplementary program is broadcast weekly over KFAC with Gino Severi's augmented concert ensemble.

In the past, the concerts have been built around definite themes which have been planned sometimes months in advance. While on KHJ, the concerts were conducted by Frederick Stark whose uncanny skill in selecting the most fitting music enabled us to present tone pictures and musical travelogues which sometimes employed native singers and instruments.

Such titles as "Springtime in Germany," "Songs of China," "In Old Vienna" and "Sketches of the Sea" have met with popular favor. And whenever we could, we took advantage of the opportunity to salute some outstanding musical event, as well as commemorating the anniversary of the birth of a noted composer.

Original compositions and outstanding artists such as Nadine Conner, now of *Showboat*, have made their debut on the Inglewood Park radio concerts. Every effort is made to present selections heard infrequently, but which have special merit and add a freshness and sparkle to the concert.

In spite of current trends in radio production, this feature has kept to a formula which in some may sem outdated. It employs, as a rule, an opening, middle and closing commercial announcement of one minute in length. The selections on the program are woven together with an appropriate narrative.

Without being morbid in its treatment of the subject of bereavement and cemeterial interment, the commercial message is confined to inviting persons to visit the cemetery to view scenes and objects of unsual interest. In one instance, a brief mention of the carving of some marble statuary on the grounds of the cemetery drew hundreds of people eager to view this work.

An idirect sales appeal is made by tying-in the announcement with the theme of the concert whenever possible. For example: A Mother's Day Concert might emphasize the fact that the mother of the family usually does the planning and buying, and is generally the first to realize the importance of completing cemeterial arrangements before need. A recent Coronation concert tied in nicely with Westminster Abbey, drawing a comparison of interment in Inglewood Park Cemtery with the burial places of most kings.

The Inglewod Park radio concerts were never intended as a medium for direct selling. George Letteau, president of Inglewood Park Cemetery Association, took the stand years ago that "it would be a pretty good thing if the name of our institution was heard over the air regularly and repeatedly in association with fine music. Being a cemetery, it should not be forced upon the public, and possibly a straight forward statement of our policies might take the place of high pressure, dramatic commercials. I believe a specially arranged concert program with orchestra and capable soloists might find a welcome audience."

The sponsor is sincere in his desire to create good will, which he believes is far more important than a spectacular sale of the moment. Throughout the years, this radio concert has gained a loyal audience which frequently responds with many fine letters of appreciation.

The effect upon sales, however, is best determined by the sales manager of the organization, Virgil H. Noe, who reports that Inglewood Park Cemetery continues to lead all other local cemeteries in the number of yearly interments. Says Mr. Noe: "Our problem has been to create a friendly reception for the cemetery salesmen, to enable them to gain access to the home and be accorded the opportunity of a proper presentation. We noted results almost immediately and have also been able to trace a considerable number of sales as a direct result of the program. No longer is the cemetery saleman free as a 'come on.' The salesmen, without exception, favor the program's continuance, and this alone is quite significant of its success."

Very Little Merchandising

Sales Manager Noe does not attempt to merchandise the broadcast. While Inglewood Park Cemetery Asosciation seldom uses any advertising medium other than radio, small two-column one-inch ads announcing each week's concert are inserted in each of the six metropolitan papers on the day of the broadcast. For a while, bookmarks measuring 2¼ x 10 inches were distributed among the local branch libraries. They carried pictures of the participating artists as well as titles of the concerts for the curent month and prover very ecective in publicizing the programs.

Frequently, executives and advertising managers of dignified institutions have said to me: "I do not see how radio can help us." And so they remain inactive while their competitors get results. My experience with the Inglewood Park Cemetery Association has proved to me that consistent institutional advertising does pay.

Just the other day there came to my desk a listener's card which read: "I have listened to your broadcast for a long time, but have never written in before. I particularly enjoyed last night's concert and the voices of ---------. If your cemetery is as outstanding as your programs, and I'm sure it is, it must be pretty fine. Please send me full information."

AN AUTO FIRM TURNS TO RADIO

And Turns Over Its Stock With Unheard of Speed; The Story of Big Spring Motor Co.

By V. A. MERRICK

Manager, Big Spring Motor Co., Big Spring, Tex.

A FEW years ago the business of buying and selling used cars was considered more or less plebian. Early transactions in used automobiles were made at very great risks to the purchaser, for they were sold then entirely "as is", and in the same condition as when leaving the last owner. However, today, among legitimate dealers, this business is highly developed, and dependable dealers in used cars use just as much care in reconditioning them to get the utmost mileage as is given the new cars just being delivered to first owners.

All of this, of course, has called for a complete change in the system of merchandising used cars. The old plan of listing make, model and price of a car in the classified section of newspapers had to be abandoned by those dealers who had many units to dispose of daily. Prospective purchasers wanted to hear a story about the used auto in which they were interested.

In January of this year, C. M. Garnes, commercial manager of KBST, called at our office to discuss radio advertising, something which we had never utilized as an advertising media, because KBST started broadcasting only the previous month. After a short discussion, we ordered a series of spot announcements to be used at our option. At the same time we invited Garnes to start planning a program which he believed would really merchandise automobiles.

Crazy, But It Clicked

After a few days he returned with what he termed a "crazy" idea, but one which he felt assured would "click." The idea was to install remote lines to the largest one of our four used car lots. To initiate the broadcasts there would be no entertainment during the 15-minute periods, merely informative discussions about the automobiles for sale. Later, if the program attracted interest, talent would be added.

The broadcasts began in the latter part of January. Six used cars were featured daily. With the aid of radio we did our best to paint a word picture of the cars. The microphone was placed near the motors and exhaust pipes to convey the motors' condition to the listeners. Doors were opened and shut, and bodies were rocked on springs to give an idea of tightness.

It was not many days until we realized through increased sales that the programs were a success. In February we added musical entertainment in the form of a four-piece string band known as The Drifters, who also broadcast direct from the car lot, drawing quite a number of spectators daily.

At the start of our radio campaign sales were in the $60,000 bracket. The month of February showed an increase to $72,000. Net sales in March amounted to $92,000, and in the month of April, during which we used three broadcasts daily for one week, our net sales reached a peak of over $105,000.

At present we are offering a photograph of The Drifters to anyone who sends us the name of a prospective car purchaser (a 1922 radio idea). But, believe it or not, the idea is working profitably for us, since we receive on the average of 10 prospects daily.

We believe that radio is the automobile dealers' best friend as a salesman. Obviously it has proved that to the Big Spring Motor Co. and also that "crazy" program ideas sometimes work.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

O

And on the IRON RANGE IT'S

WMFG HIBBING

WHLB VIRGINIA

10th Anniversary on Air Is Observed by WTMJ

WITH its new 400-foot antenna tower and Western Electric transmitter nearly completed, WTMJ Milwaukee, on July 25, celebrated its tenth anniversary with an open house and an all-day program presented from an outdoor stage at the transmitter on the Bluemound Road, 12 miles from Milwaukee. The entire staff participated and visiting former station favorites included Don McNeil and Louis Roen, now with NBC in Chicago, and Merle Blackburn, now with WCFL, Chicago. Recorded greetings came from Stan Morner in Hollywood and Jack Turner, with NBC in Chicago. Gov. Phil LaFollette was one of the speakers in the program which included a 45-minute review of outstanding WTMJ programs and a dramatized chronology of WTMJ's progress. The new tower and transmitter were in place for the visitors to see, but they will not be ready to go on the air until latter August.

Fagan Leaves CBS Sales To Join Benton & Bowles

WILLIAM FAGAN has resigned from CBS sales staff to join Benton & Bowles Inc., New York, as business manager of the radio department. Fagan succeeds Chester McCracken, who was recently transferred to a similar position in the agency's new Hollywood office. Others new at the agency include Fred J. Hamm, formerly a partner in the firm of Moore & Hamm Inc., who will assist in handling the Colgate-Palmolive-Peet account; Adolph J. Toigo, formerly research director of John H. Dunham Co., and Lester S. Dame, formerly with the Lye Association, New York research company, both of whom will work under Dr. Lyman Chalkley, director of research. James S. Adams, formerly vice-president and general manager of the agency, has been elected executive vice-president.

Heinz Renews, Expands

H. J. HEINZ Co., Pittsburgh (food products), will renew its contract with CBS on Aug. 31, at the same time expanding its daytime broadcasts from three morning half-hours weekly to two half-hours and three quarter-hours a week. Nature of new program and exact time schedule not yet settled. Maxon Inc., Detroit, is the agency.

GEORGE DRISCOLL, former special events engineer of WHAM, Rochester, has been appointed technical representative and wholesale distributor in Western and Central New York State and Southern Ontario for Presto Recording Corp. He is touring the area with a sedan equipped with a recording installation capable of handling 16-inch discs and transcribing them for broadcast purposes.

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

FROM THE AIR — Frank Austin (above, left) interviews Bunny Dryden, aerial pedestrian who had just broadcast over KDYL, Salt Lake City, through a pack transmitter while walking a tightrope between two skyscrapers. Dryden is shown (below) during the stunt, which was fed to NBC-Red.

Show at Home

MOUNTAIN VIEW Dairies, Long Beach, Cal. (dairy products), which sponsors *Hal Nichols and His Mountain View School Kids* six days weekly on KFOX, that city, gives away free radio scripts as a promotion tie-in. Quarter-hour live talent program is directed primarily to school children and listeners are informed that they can secure a copy of the script by purchase of one quart of Mountain View ice cream. Script is actual copy of one to be used in a future broadcast and contains all the commercial announcements and sound effects. Attention is called to the fact that listeners can produce their own program at home, then tune into the actual broadcast of the show at a later date and compare production idea with those of the station. Idea has taken on with a decided increase in sales. Max Becker Adv. Agency, Long Beach, has account.

WCOA
PENSACOLA, FLA.
The Ideal Southern TEST Station
Write for Market Study
Find Out Why!
Representatives - John H. Perry Associates
CBS Affiliate
225 W. 39th., Street New York City

New Names for FCC

(*Continued from page 13*)

opments is viewed as an unquestioned effort on the part of the Administration to clean up the communications regulatory structure and to bolster it in every possible way. In so doing, the Administration evidently has in mind that it would obviate or at least minimize the demand for a Congressional investigation of one of the New Deal agencies which has been under almost constant fire during the last two years.

Should Comdr. Craven or General Counsel Gary win appointments on the Commission itself, there would immediately arise the necessity for filling their staff positions. Lieut. E. K. Jett, USN retired, assistant chief engineer in charge of telegraph, is generally regarded as a logical successor as chief engineer. For the general counselship, it is reported that Mr. Wheat, if he is not appointed to the FCC, would be chosen, although close friends have indicated that he is not interested in that post.

Reactions in Congress

Reverberations on the FCC situation developed almost daily in Congress. During debate July 29 on wages and hour legislation Senator Borah (R-Idaho), in a colloquy with the majority leader, Senator Barkley (D-Ky.), remarked that "if the Communications Commission continues along its present course, I certainly would abolish it without the slightest hesitation."

On the same day, Rep. Wigglesworth, (R-Mass.) broke loose in the House with a renewed plea for an investigation of broadcasting as proposed in the Connery Resolution, and supported the views advanced July 19 by Rep. McFarlane alleging monopoly and improper practices.

EDWARD K. CARGILL, president-manager of WMAZ, Macon, made his first solo airplane flight July 17 and is now using the slack summer season to attain the 50 hours necessary for a private pilot's license.

"This is . . .
WBNS
COLUMBUS, OHIO
"This is Our Representative . . .
JOHN BLAIR & CO.
"Ask John . . . he knows"

HONESTY is the Best Policy.
★
HONEST RATES
HONEST COVERAGE
HONEST RESULTS
KFH
WICHITA KANSAS
Time tested and proved HONEST by advertisers and listeners.
Basic Supplementary CBS
National Representative EDWARD PETRY & CO.

KEEP

Your Copies of

BROADCASTING

in This Handsome

BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

- Neat
- Light Weight
- Durable
- Flat Opening
- Snap In
- Snap Out
- Copies Not Mutilated

The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID

Your name in gold, 25c extra

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.

SUMMER COURSES IN RADIO

Many Colleges Offering Instruction During the Warm Season in Broadcast Technique

Unusual activity in radio teaching reported by the colleges and universities this summer, with more than a score offering courses not only to undergraduates but to instructors who are preparing to teach radio technique during the regular semesters. This summary of the courses being offered and the instructors conducting them is reprinted from NBC's "Educational Bulletin."

FROM the Atlantic to the Pacific, in the great Southwest, in the Rocky Mountain area, on the fertile plains of the Midwest, in nearly every area of America, "radio workshops" and incidental courses begin this summer. Staffed by college instructors with practical radio experience, these courses will train for greater and more intelligent production and writing of radio-materials for the coming year. The courses are planned to provide background for active participation in radio production, as a stimulation of the creative faculties, and a widening of broadcast experience.

At New York University, the Radio Workshop is giving its fourth session this summer under the direction of Philip Cohen, who has been Production Chief of the Federal Radio Education Project. At Teachers College, Columbia University, Dr. Cline M. Koon, specialist in Radio in the U. S. Office of Education, will give his course in Aural Education, now in its fourth year. At Louisiana State University, Dr. Harley Smith (in absentia) is himself in training at the Radio City NBC Studios, preparing for an active year, beginning September 1937.

Courses in the West

Moving westward, we find Waldo Abbot, whose new *Handbook of Radio Broadcasting* is being widely accepted as a text, giving six courses this summer at the University of Michigan, Ann Arbor. Paul C. Reed, who has carried on those most interesting current events programs at Rochester, carrying on radio courses at Northwestern University in Chicago. At Champaign, the University of Illinois is carrying on a series of radio courses under the direction of Joseph Wright. George Jennings, production chief at WILL, is at NBC's Radio City studios in training this summer.

Kenneth Bartlett at WSYU-WSYR will carry on his courses at Syracuse University as usual. Sara Lowrey is training young aspirants for radio at Baylor University in Texas, while Ben Darrow, newly-appointed educational director at WBEN, Buffalo, is at Southern Methodist University, Dallas, this month, going over to Austin for University of Texas courses in radio next month.

At Ohio State University, ten courses in radio are being offered under the direction of I. Keith Tyler, who has ably edited the *Ohio Radio Announcer* this past year. At the University of Wisconsin in Madison, training is being offered by Dr. H. L. Ewbank in conjunction with practical experience at WHA under direction of Harold McCarty, manager of that university station.

Drake University in Des Moines offers a radio course under the direction of Edwin Barrett, while William Duffy is carrying on a well-outlined course at Marquette University in Milwaukee. At Lafayette, Ind., the director of radio in the Indianapolis Schools, Blanche Young, is offering courses under the auspices of Purdue University.

Wayne University, the municipal teaching institution of the county in which Detroit is located, offers work under Garnet R. Garrison. At Omaha University is Dr. E. M. Hosman, University of Minnesota, has acquired the fine broadcast experience of E. W. Ziebarth.

Further west, King Whyte is carrying on work for the University of Arizona, while Dr. Cline M. Koon is conducting a series of lectures at the University of Wyoming, prior to going East to Columbia.

Missoula, Mont., will gain from the experience of Marguerite V. Hood, who is offering courses for university credit at the State University.

On the Pacific Coast, we find Dr. Grayson N. Kefauver, who handled the NBC American Education Forum out there this past year, offering a comprehensive course built on his experiences.

At the University of Washington, a faculty to give courses in radio broadcasting has been assembled by Philip Jacobsen, which will give this year adequate work in both the theory and practice of broadcasting.

These and many more, undoubtedly, which have not yet reported, represent a great upswing of interest in radio-broadcasts and become particularly impressive in light of the fact that the summer session is being utilized for such work, thereby attracting many teachers.

Dr. Franklin Dunham, educational director of NBC, has been engaged as special lecturer in the music education department of New York University and also in the courses on school public relations at Teachers College, Columbia. He serves as consultant on the radio education boards of many of the projects now being carried on in every section of the country.

CBS Language Expert

DR. W. CABELL GREET, editor of *American Speech Quarterly* and Columbia University authority on languages, has been appointed linguistic consultant for CBS. He is making a systematic study of the speech of the network's announcers and other regular speakers and holding individual consultations to eliminate affectedness from and instill naturalness into the voices of all CBS broadcasters.

MARY MARGARET BANNING, daughter of novelist Margaret Culkin Banning, joins NBC audience mail division in New York as a correspondent on Aug. 1. She is a Phi Beta Kappa from Vassar, Class of '37.

Freedom Claimed For British Radio

Sir John Reith Asserts It Is Free From State Control

THAT British broadcasting, though owned by the government, is free from state control and is not a mouthpiece of the party in power, was emphasized by Sir John Reith, director general of the British Broadcasting Corp., speaking on the relationship of radio news before the recent Empire Press Conference in London. At the same time, Sir John took a left-handed slap at commercial broadcasting by intimating that it might be controlled. He said:

"A great deal is said about freedom of this and that in this sphere and the other.

"What do me mean by freedom? It wants definition, and I doubt if there is any freedom which is not or should not be, conditioned. What by? By this and that; by moral responsibility? Is every possessor of great power and influence conditioned by moral responsibility? Some of them may be, but some of them don't give much evidence of it. Anyhow, freedom wants defining.

"You mean you are independent of state control. Well, so is broadcasting. In whatever respects the freedom of the BBC is curtailed it is in black and white in the charter. If and when the BBC is doing something which it does not want to do by government orders, then that would be clear.

"In Germany, Russia and Italy broadcasting is a mouthpiece of the state and an instrument of government," said Sir John. "A controlled press and a controlled broadcasting system may mean biased or censored news. But there are other forms of control. I suppose it is possible to have a commercial control which produces something like the same sort of results—in general effect."

Discussing the broadcasting of news bulletins, Sir John asserted they merely give a taste of the news. It is absurd, he said, that any one who is within reach of a newspaper is going to be satisfied with the Empire news bulletins that are given out.

Dr. Stanton's New Duties

DR. FRANK N. STANTON has been appointed manager of the CBS market research division and will take over many of the routine duties heretofore handled by John Karol, research chief of the network, allowing Karol to spend more time on creative work. Dr. Stanton came to CBS about two years ago from Ohio State University, where he had done research on the strength of eye versus ear impressions.

JAMES W. BARRETT, chief of the Press-Radio Bureau in New York, on Aug. 16 will interview Finlay Petrie of Opal, Wyo., winner of the *Country Home* contest as the best country newspaper correspondent of 1937, over the NBC-Red Network. Petrie, clerk in a general store in Opal, won $200 cash and a trip to New York and Washington.

ALLIE LOWE MILES, in the course of 350 broadcasts of her woman's club programs on WOR, Newark, has received more than 300,000 pieces of mail. The tri-weekly broadcasts, which are limited to three participating sponsors, are now in their third year on WOR.

XUM

Sponsors Advised To Leave Radio In Experts' Hands

Agency Head Says Patient Knows Less Than The Doctor

By WALTER J. NEFF
President, Neff-Rogow Inc., New York

Mr. Neff

YEARS ago when radio was new, it was anybody's guess as to what program would produce sales or build an adequate audience. The industry was too new to be guided by precedents. Almost everyone overnight became an owner of a radio broadcasting station and they knew as little about their medium as the prospective purchasers of their service. Therefore, it was easy to understand why so many hard-boiled business men became impressarios over night. Even the hardest-boiled of them all—the one who never could be talked into becoming an angel for a Broadway show—insisted on becoming an angel for a radio show.

He knew exactly what would get him results, and he knew exactly what the people wanted. (He thought he did). And he knew this because his wife or Aunt Tillie liked it, or because he really was convinced that he knew how to cater to the whims of an entertainment-seeking public. He overlooked entirely the years that were spent in the study of this phase of business by the people who created vaudeville, dramatic and musical shows and motion pictures. They still had a lot to learn, and they knew it. But the business man ignored all this, and very complacently jumped the hurdle of their experience as meaning nothing at all.

What I really wanted to talk about was that if the doctor said you had tuberculosis after a thorough examination, and advised that you go to Denver or Saranac, you certainly would not look him calmly in the eye and say, "I'm sorry, but you're wrong. I have what is known as the pipick, and what I need is a little night club life." No sir. You don't say that. You take what the doctor tells you as authentic because you don't know much about the human body and he knows something about it—and you're sick and something's got to be done about it.

They Never Learn

But radio programs! We just got through talking about what used to happen. If you think it's different today, you just don't know anything. People in the radio business who have been with it for a number of years and made a study of it—and there are quite a few of them—are called in by an advertiser who wants to do some radio advertising. He gives these radio experts the symptoms the same as he would to his doctor, and the expert asks a lot of questions and studies the case very carefully. He makes his diagnosis and then writes out the prescription.

And right here is where the simile ends! The patient starts to tear the prescription apart because he is sure that it's wrong. He is sure it's wrong because his own experience and that of his wife and aunt Tillie tell him so. He has not learned what the radio experts *knows*—that personal opinion means nothing. The advertiser blithely goes ahead, ignores all suggestions and then sits back and waits for results. And what a wait! As a matter of fact his grandchildren will still be waiting.

But occasionally a radio expert runs into a mild-mannered advertiser who doesn't know anything about radio and who is foolish enough to take the expert's advice. He, too, sits back and waits, but he doesn't have to wait long. His results come quickly, and they are measured in sales and the clatter of the cash register and the hum of the factory that is busy every day.

KMOX Good-Will Tour

STAFF members of KMOX, St. Louis, sailed down the Mississippi July 24 on a good-will tour of three cities in Missouri and Illinois where recordings were made featuring the history of the towns and short talks by prominent citizens. The recordings were broadcast on the *KMOX Good-Will Tour* program July 27 through July 30. Jerry Hoekstra, director of public affairs; Marvin E. Mueller, announcer; Gordon Sherman, recording engineer, and Norman Green of the KMOX production staff made the trip on the packet boat *Golden Eagle*.

WRITES A BOOK
BBC Announcer Who Cried "Fleet's All Lit Up", Author

THOMAS WOODROOFFE, the British Broadcasting Corp. announcer who created something of a turmoil recently when he referred to the British fleet being "all lit up,"—thinking of course only of the vast ship illumination during the King George VI coronation review—is the author of a novelized autobiography titled *Yangtze Skipper* just published by Sheridan House, New York. That Mr. Woodrooffe is no longer on the air for BBC, is reliably reported, but the book discloses him as a writer of no mean ability. It describes experiences in the British Navy, largely in Chinese waters, in which he served on a small Yangtze gunboat. From 1919 until 1933 he was in the Navy, resigning to join the BBC announcing staff in charge of "outside" or remote control broadcasts.

FULL coverage of the Baker mine disaster near Sullivan, Ind., in July was provided exclusively by WBOW, Terre Haute, when Horace Capes, production chief, chartered a private plane and flew to the scene with his staff of announcers and engineers. Interest was intense since Terre Haute is surrounded with mining communities.

ENGLAND's Physical Society on July 6 awarded the annual Duddell Medal to Prof Walter G. Cady, of Wesleyan University, Middleton, Conn., for his work on piezo-electric resonators and oscillators as standards of frequency.

WDSU Appoints Blair

WDSU, New Orleans, which on Aug. 1 joined the NBC Blue network, on July 28 announced the appointment of John Blair & Co., station representatives as its exclusive representatives. The station, of which Joseph H. Uhalt is president, operates with 1,000 watts power on 1250 kc. Arrangements for the representation were completed by Mr. Uhalt with John Blair at the NAB convention in Chicago in June.

SAM HAYES commentator on the CBS-Pacific Coast (KNX-KSFO) *Newstime* program, sponsored by Bank of America National Trust & Savings Ass'n., has been signed by Radio Pictures Inc., Hollywood, for a role in *Saturday's Hero*.

We Repeat—

FIRST

in local accounts in the BIGGEST RADIO COUNTY IN AMERICA—Cook County!

Yes, 908,300 radio homes in ONE county! A *radio* population of more than 3,600,000 almost in the shadow of our towers!

WGES

"In The Heart Of Chicago"

GENE T. DYER, *Manager*

★ ★ KMPC ★ ★

"The Station of the Stars"

The Most Talked of Station in Southern California

17 new program features inaugurated in past two weeks

G. A. RICHARDS, President — ★ KMPC ★ — LEO B. TYSON, Vice-pres. & Gen. Mgr.

BEVERLY HILLS, CALIF.

DRUGS

Colorado Springs'
DRUG STORE SALES
Ahead of 152 Larger Cities

Volume of drug store sales in Colorado Springs beats that in cities up to three times its size and qualifies it as a market in which sales effort is productive . . . . KVOR can qualify as the medium to make it profitable.

KVOR 1000 WATTS FULL TIME

Colorado Springs

Affiliated with the Colorado Springs Gazette and Telegraph • Under Affiliated Management with WKY Oklahoma City, KLZ Denver and the Oklahoma Publishing Co. • Represented by E. Katz Special Adv. Agency

GETTING TAXPAYERS' MONEY

Tax Supervisor in North Carolina Spreads His Message Successfully by Radio

By ENOCH PRICE
Editor, *Greensboro Patriot*, Greensboro, N. C.

LOVE, the weather, taxes.

These three are leading topics of public interest and discussion and the greatest of these, perhaps, is taxes. There is little doubt that taxes are first in the public mind at listing and paying time. Yet, despite the primary public interest in the subject, it is one that radio has largely neglected, except insofar as it is treated in political speeches.

Mr. Hudson

There is a man in Greensboro, N. C., who has brought the business of taxes into the public consciousness in a very effective way over the radio and in so doing he has blazed a path in public education and has pointed out a profitable field of exploitation by the broadcasting stations of America. He has shown what may be done and all that remains is for others to follow.

The man is A. C. Hudson, supervisor of taxation in Guilford County, president of the Tax Supervisors Association of North Carolina, holder of 18 years of intensive experience in his chosen field of listing and assessing tax values. His medium of publicity on the air is WBIG, Greensboro.

Getting Them Out

Mr. Hudson for years has followed with interest the advancing fortunes of WBIG under direction of Major Edney Ridge, manager of the station. In 1933 he decided to use the tremendous power of radio broadcasting in his program of public information as to tax listing duties and responsibilities.

His program that year was so well planned that it has been altered but little in subsequent ones and success has been so cumulative it does not appear that material alteration will be made in the immediate future.

Every citizen, every partnership, every corporation owning taxable property in North Carolina is required to list property for taxation during the month of April for the current year's ad valorem taxes. If every taxpayer responded to his duty, the task would be quickly and easily done, but it has been found from long experience that it is impossible to secure a perfect response from the public and in counties or large population and high industrial development the task is made correspondingly more difficult.

Mr. Hudson for years has generously used newspaper space, billboards, public addresses, direct mail and various other publicity channels in an effort to inform the taxpaying public of its duties and to appraise it of penalties falling due if the listing is neglected beyond the end of April. Still there were thousands who did not respond.

There is briefly outlined below the carefully designed radio campaign he has used the last four years.

Once each week in April Mr. Hudson delivers a seven-minute talk, reading the North Carolina law on listing taxes, citing various points of public misinformation and misunderstanding, telling carefully about the limits of exemption for household goods, illustrating each point in graphic manner so that the unlettered citizen can readily understand just what is to be done, how it is to be done, and where he is to report to list this property. There are five such short addresses each April.

The second attack is through 50-word spot announcements every night in April. On the last days in the month short hourly announcements warn the public that the available time is rapidly expiring and urge that immediate response be made.

Results That Count

That is the simple but effectve Hudson program through the air. It has brought results from the first. In the first year, 1933, the number of returns made by Guilford county taxpayers increased 16,000 or a third more than had been listed the previous year. The big advance was in personal property, of course, since real estate can not well escape attention. The total of personal property listed for taxation in Guilford county in 1932 was $22,000,000.

In 1936 the aggregate had risen to $32,000,000. In 1937 Mr. Hudson is confident that it was swelled further by four or five millions. He does not think this increase has come from cornering the taxpayers by radio and scaring them into making returns. He is convinced that there are many thousands of citizens who do not realize their responsibility and do not know they are evading it. In instance after instance he and his assistants have been approached by taxpayers who admitted they had not hitherto listed their property and would never have realized their duty to do so, unless they had listened in to the frank explanations over the radio.

During the peak days of the listing each year, Mr. Hudson and his assistants buttonhole several hundred taxpayers and ask them what caused them to respond so promptly. They have found that in a large proportion of such cases, the radio reminders had been the sparkplug that brought action.

One of the most pleasing features of the publicity over the airwaves has been the lightening of the burden which in other years has been so overpowering on the last days of the month. To illustrate, in April this year 1,800 Guilford taxpayers listed as compared with 3,600 on April 30, 1936, and correspondingly larger numbers on the last day of preceding Aprils.

Mr. Hudson ungrudgingly gives radio publicity a large amount of the credit for these advances, but he points out that he has continued his other forms of advertising without cessation.

That's the picture as to tax listing publicity, but the point immediately presents itself that broadcasting would undoubtedly prove as effective in the spurring of taxpaying as it has been in the listing of them. Hudson is not concerned with the field of collecting taxes, but he is convinced that radio publicity is as badly needed there as in his own province and that tax collectors in the future are going to be found in steadily increasing numbers addressing pertinent and timely appeals to taxpayers for the prompt payment of ad valorem levies. It opens up a vast new field for public information and a correspondingly large one for development by progressive radio time salesmen.

There is already plenty of evidence that others are following the pioneering work over WBIG. Radio waves stop at no county or state boundries. Tax supervisors from every part of the nation have written Mr. Hudson and asked for a detailed explananation of his publicity methods. He is a member of the National Association of Assessing Officers. At last year's convention in Detroit he was asked to make a keynote speech, outlining his radio publicity methods. The way is open and plainly marked for the progress and the profit of other tax assessing officers, of other broadcasting stations.

The proportionate cost is slight, he says. The appeal reaches thousands who would not otherwise be touched and public cooperation is assured.

PETER DOELGER BREWING Corp., Harrison, N. J., has appointed Leonard F. Winston, New York, to place the radio advertising for Doelger's First Prize Beer. Company is using five announcements daily on WHN, New York, and a twice weekly musical program in German on WBNX, New York. Through a tieup with the Hobby Guild of America, sponsor is offering booklets on various hobbies free to listeners requesting them.

THE MOST POWERFUL STATION

between *St. Louis Dallas and Denver*

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by FREE & PETERS

KOMO 5000 Watts L.S. NBC Red
SEATTLE WASHINGTON
KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

Musicians May Strike

(Continued from Page 9)

that it is the opinion of all present at the meetings, that the situation is an extremely serious one to our industry," said the letter, which concluded:

"The undersigned will meet in New York City next week to consider this matter further. Inasmuch as this problem affects each station most vitally and is one which our industry as a whole, and each station individually must solve, we urge you to join us in our deliberations".

* * *

All of the threats, even the demand that stations be allowed to broadcast recordings only if they employ the same number of musicians used in making the recording, were included in a list of 14 demands presented to broadcasters July 29 at the joint meeting with and AFM council and revised July 30.

A list of demands also was submitted to recording companies [see top of this page] and another list was to be given to transcription producers.

Weber's Viewpoint

Since July 25 the executive council of the musicians' union had been holding daily meetings in New York, both alone and with representatives of the broadcasting industry, the makers of transcriptions and of phonograph records. Purpose of the sessions was to work out some plan for the employment of more musicians in broadcasting; means set to achieve this end by the musicians was the limitation and regulation of the use of phonograph records and transcriptions.

Point of view of the musicians is this: When a musician makes a phonograph record or transcription he is helping to create competition for his own services. When that mechanical reproduction is used not once but dozens of times, as in the case of phonograph records or transcription libraries, the musician who makes them is seriously curtailing the opportunities for employment of many musicians. Therefore the musicians are demanding that the use of these mechanical reproductions be regulated and are agreed that unless the broadcasters, and the firms making records and transcriptions, cooperate with them in establishing and maintaining such regulation they will stop making these mechanical reproductions.

Joseph N. Weber, AFM president, stated at the beginning of the meetings that the musicians have no desire to put the recording companies out of business, but that they shall insist on some kind of regulation. This insistence was echoed and emphasized in his letters of invitation to broadcasters, recorders and transcription makers, which began by stating that AFM members will cease making phonograph records, transcriptions, or rendering service for any broadcasting stations (depending on the person to whom the letter was addressed) after Sept. 16 unless an agreement regarding regulation had been reached. The letter closed by stating that failure to respond to the invitation will be taken as indicating that the station, recorder or transcriber is not interested in having the services of AFM members after that date.

DEMANDS GIVEN RECORDING COMPANIES

1. Dubbing of records is prohibited.
2. Records must be registered with AFM and cleared by AFM before using.
3. Musicians will no longer assign rights for use of master records to recording companies.
4. AFM members will not work at any place where records are used unless agreement exists between employer and union.
5. Making records by lines from broadcasting studios or off the air is banned.
6. All recording companies must be licensed by AFM and no records can be used without consent of local union.

Invitations called for the phonograph record companies to attend meetings July 26 and 27, for the broadcasters to come on July 29 and for the transcription firms to appear July 30. Representatives of all three interests were present from the start, however, with the attendance growing from session to session. Strict secrecy was maintained by officials of the union as to what occurred in the closed meetings. "These are only preliminary conferences to get the point of view of each party plainly presented," they said, "and there is nothing to report."

While agreeing that little progress had been made in reaching any kind of a settlement, several of those attending the sessions told BROADCASTING that certain demands had been presented by the musicians for consideration. One of these which seemed likely to be put into effect is a ban on rerecording or "dubbing" music from one disc to another. This, is was said, would in some measure increase employment of musicians without undue hardship on either recorders or the users of the recordings.

Licensing Proposal

Another demand of the musicians was for some form of licensing of recorders by the AFM in the same way as they are now licensed by the Music Publishers' Protective Association, which controls the mechanical reproduction rights of copyright music. It was also proposed that some plan be found to restrict the playing of phonograph records to home use only, banning them from use in hotels, bars, restaurants, radio stations and met with little discussion, however, as it has been raised time and again, but no one has figured out a feasible method of enforcement.

Much more debatable was the other commercial uses. This topic demand presented to the broadcasters at the July 29 session that no station should be permitted to broadcast records or transcriptions unless it also employs live musicians. This was a considerable come-down from the demand made by the Chicago union last winter that each station must agree to employ as many musicians as were used in the manufacture of any record or transcription played by the station, but it was still felt by the broadcasters that such restriction would put many smaller stations under a severe handicap, even if the minimum number of musicians was kept very low. There was so much discussion on this point, especially by the networks, who would be prohibited from furnishing programs to any station not complying with this rule, that the broadcasting session was continued on Friday morning and the transcription meeting postponed until Friday afternoon.

While generally sympathetic with the desire of the musicians for greater employment, a number of broadcasters and transcribers expressed the feeling that they were being asked to remedy a situation they had no hand in bringing about. Unemployment among musicians, they pointed out, is due to the advent of the talking pictures which eliminated orchestras and organists from all but a few theatres, and not to radio. The stations that do not now hire musicians but get their music from networks, remote pickups, records and transcriptions, they said, never hired any musicians in the first place.

"The musicians are asking us to solve their problem," one broadcaster stated. "I can understand their desire to get more work, but I don't see that it is particularly our problem. I may think that my station should be getting more national business than it now has, but I don't call a meeting of national advertisers to tell me how to get it."

What the outcome will be no one cared to predict, either on or off the record. How far the musicians would go in insisting on increased employment, how far the broadcasters and recorders would go in adding musicians to their already heavy payrolls, and how close they could come to agreeing on what is fair and just are questions that can not now be answered.

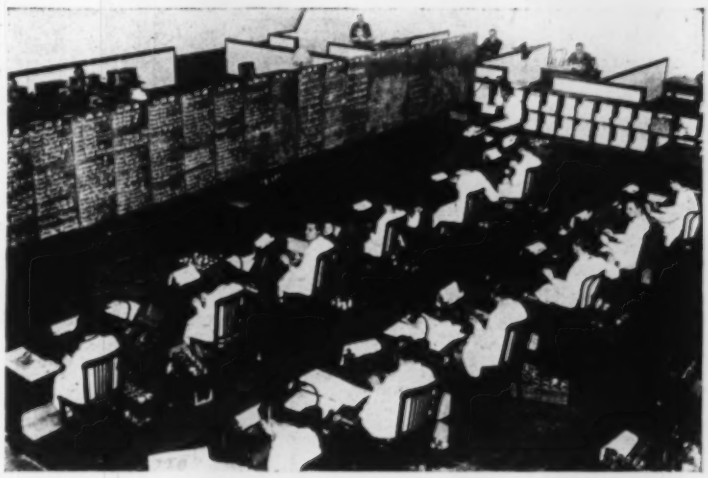
Companies represented at the meetings included: Brunswick Record Corp., American Record Co., Columbia Phonograph Co., Transamerican Broadcasting & Television Corp., RCA Mfg. Co., Decca Records, Conquest Alliance Co., E. V. Brinckerhoff & Co., Standard Radio, MacGregor & Sollie, Associated Music Publishers, Mid-West Recordings, World Broadcasting System, Marsh Laboratories, Muzak, Jesse L. Kaufman, CBS, NBC, MBS. James Baldwin, managing director of the NAB, attended the July 29-30 sessions as an observer for the industry.

Opening Session

Little but preliminary discussions occurred July 26, opening day of the series of meetings of the AFM executive board with makers of phonograph records, representatives of the broadcasting networks and electrical transcription manufacturers.

Joseph N. Weber, AFM president, told BROADCASTING that the meeting which was closed to the press, had been devoted chiefly to an informal discussion as to the number of musicians now employed in the making of records and the number that might possibly be employed. He said no concrete proposals had been advanced, and added that none probably would be until the end of the week, when all groups had met individually with the union board and when they would probably all assemble in a joint session to work out some sort of agreement.

Questioned regarding the board meeting July 25, Mr. Weber said it was concerned chiefly with union affairs, but added that union officials had agreed that some form of licensing for makers of records and transcriptions must be put into effect. At present these firms pay fees to the Music Publishers' Protective Association for permission to use copyright music, but their only payment to the musicians is the union scale wages paid to the men employed in performing for the recordings.



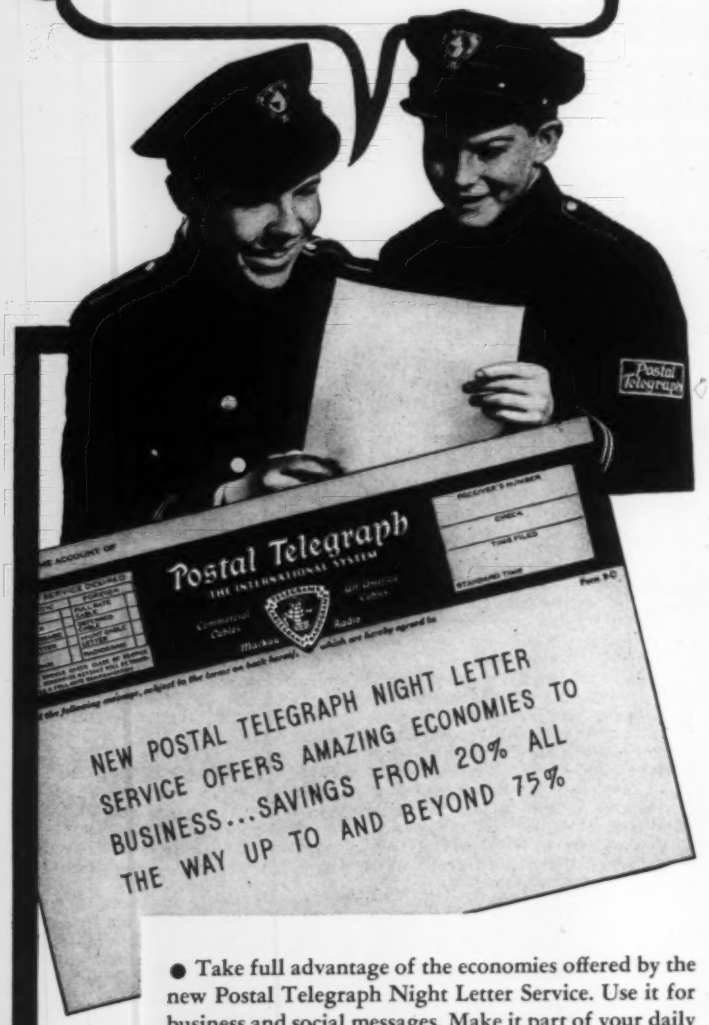
DOWN UNDER—The ACORT, Argentine radio organization, checks broadcasts of Buenos Aires stations with Ediphone wax cylinders, which are then transcribed. The service is used by stations and advertisers as a check and it is a precaution necessary because of the uncertain copyright situation. ACORT has American recording and broadcast equipment and acts as sales agent for American transcription companies.

WLW Power Renewed

WLW, Cincinnati, on July 30 was granted an extension of its special experimental authority to operate with 500,000 watts day and night using a directional antenna at night. The action was taken by the FCC Broadcast Division and covers the six-month period from Aug. 1 to Feb. 1, 1938.

XUM

BOY—WILL WE BE BUSY NOW!



NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE OFFERS AMAZING ECONOMIES TO BUSINESS...SAVINGS FROM 20% ALL THE WAY UP TO AND BEYOND 75%

● Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Make it part of your daily correspondence routine.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points. Messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents . . . two cents a word!

Call Postal Telegraph now and ask for further information concerning this new service and the staggering economies it offers.

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

NO POSTAL TELEGRAM EVER HIT THE WASTE BASKET WITHOUT BEING READ!

in the CONTROL ROOM

HARRY SHELBY, formerly of KMTR, Hollywood; Leo McConnell, Los Angeles, and H. C. Romero, Mexico City, have joined the technical staff of XERB, new 25,000-watt broadcasting station at Rosarita Beach, Lower California, Mexico, scheduled to start operating with a series of tests Aug. 15. George Berger, construction and supervising engineer, announced the appointments.

CARL DRUMMILLER has joined the technical staff of KVOR, Colorado Springs.

ORIN MILLER, assistant in the Omaha traffic and accounting departments of Central States Broadcasting System, has taken over new duties as transmitter engineer for KOIL, Omaha. He has been replaced in the office by Lois Farrady.

MARVYN ADAMS, NBC engineer, recently returned to the San Francisco studios from Canton Island in the South Seas, where he spent several months with the National Geographic Society-Navy Eclipse Expedition.

WENDELL ROBERTS, assistant engineer of WAIM, Anderson, S. C., is the father of a baby girl born July 18. She is named Cecile Barbara Sharon Roberts, all family names, and will be called CBS Roberts in commemoration of the station's affiliation of July 18 with the network.

SCOTT BLEDSOE, formerly engineer of KFYO, Lubbock, Tex., has been appointed chief engineer of the Plains Radio Broadcasting Co. With headquarters in Amarillo, he will be in charge of KFYO and KGNC, Amarillo.

JOHN AITKENHEAD, chief engineer of WADC, Akron, Mrs. Aitkenhead and Mrs. Allen T. Simmons, wife of the owner of WADC, sailed July 17 on the *Orienta* for a cruise in the West Indies. They are due to return early in August.

ART PECK, formerly field engineer of KSTP, St. Paul, has joined WCCO, Minneapolis, as an operations engineer. Russ Person will be transferred from WCCO's master control board to the transmitter.

LEO E. YODER, Purdue graduate has joined WOWO-WGL, Fort Wayne, as engineer, coming from WCAE, Pittsburgh.

GLENN THAYER, new engineer of WOWO-WGL, Fort Wayne, on July 1 married Miss Betty Van Campen of Grand Rapids.

PAUL VAN DEUSEN recently joined the engineering staff of WADC, Akron.

R. O. THATCHER, of NBC's technical service department, arrived in Philadelphia July 19 to supervise construction of the new KYW studios at 1619 Walnut St. Foundations were already in place and building and steel work started the week of July 19.

CARL CHRISTIANSEN, technician at KYA, San Francisco, recently received his final papers of American citizenship. He was a Danish subject.

WILLIAM G. GROVE has been added to the technical department of KGGC, San Francisco.

DALE E. PHILLIPS Jr. has joined the technical staff of WCAE, Pittsburgh.

H. J. BUCKLEY, formerly chief operator for Northwest Airlines, Chicago, has joined the engineering staff of WGN, Chicago.

WARREN J. STEVENS, former control operator at the Statler Hotel, Malden, Mass., has joined the technical staff of WEEI, Boston.

GETS HAT — George McElrath, NBC operating engineer in New York, was presented recently with a high-capacity hat by the Blackhills Roundup Committee. Mrs. McElrath received a silk neckerchief.

PATRICK F. SIMPSON, formerly of WNEW, New York, has joined the technical staff of WHN, that city.

DON McLLWAIN, former police department radio operator at Little Rock, Ark., has joined the engineering staff of WGY, Schenectady.

FRANCIS N. KING, formerly of WEBR, Buffalo, has joined the engineering staff of WJTN, Jamestown, N. Y.

B. E. STAHL, engineer of WRC, Washington, has been promoted to the rank of Lieutenant, J.G., U.S.N.R.

T. W. MILLER, formerly of WGR-WKBW, Buffalo, has joined the technical staff of CBS, New York.

GEORGE ROBINSON, assistant supervisor at the WOR transmitter at Carteret, N. J., is the father of a baby girl born July 26.

WILLIAM KLINKE, Harry Berg and Larry Flavin have joined the engineering staff of WJJD, Chicago. Jack Hayes, formerly assistant chief engineer at WJJD, has been promoted to chief engineer.

DONALD ABBOTT, formerly with WEAN, Providence, and WQXR, New York, has joined NBC in New York as a studio engineer.

CHARLES BUTLER, NBC-Chicago engineer, has been elected chairman of the ATE, Chicago engineers' association.

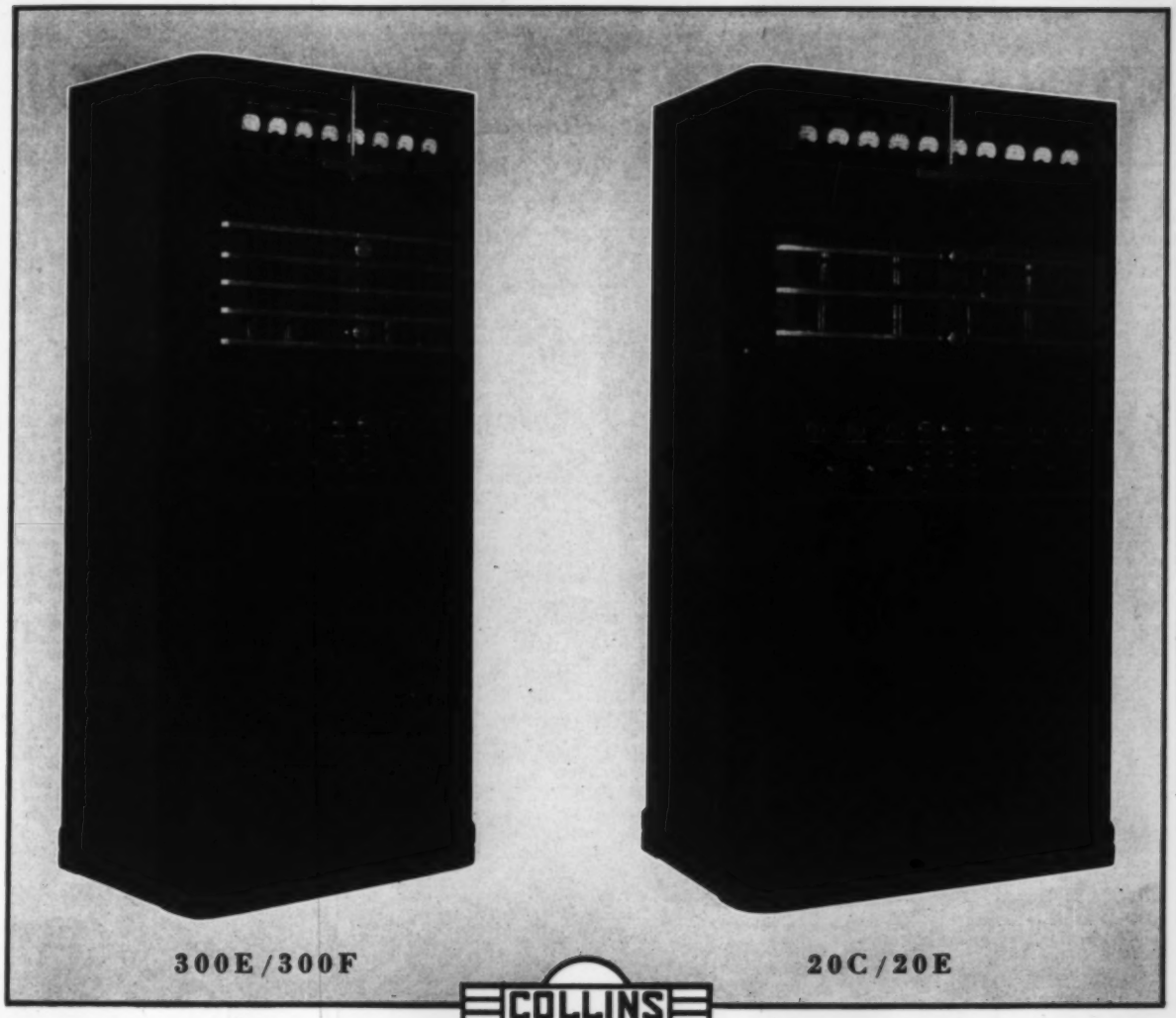
ROBERT BIGWOOD, formerly chief engineer at WCAX, Burlington, Vt., has joined the studio engineering staff of NBC in New York.

LEROY NUSS has joined the technical staff of WIP, Philadelphia.

TED NOLEN, NBC audio facilities engineer, is the father of a baby boy.

CBS Starts Tests

INTERNATIONAL shortwave tests for the purpose of measuring the effectiveness of directional antennae were started July 15 by CBS in collaboration with BBC [BROADCASTING, July 1]. Intensity of signals directed toward and away from observation posts in Buenos Aires and in Brussels are measured and compared by engineers of the International Broadcasting Union, under whose auspices the project is being carried out. Final results will form the basis for recommendations to the International Radio Conference meeting in Cairo next year.



COLLINS 20/300 SERIES BROADCAST TRANSMITTERS FOR POWERS OF 100 TO 1000 WATTS

The owner of a broadcast station is interested in one quality above all others in his transmitting equipment, and that is its ability to stay on the air. Uninterrupted service day after day and year after year means more to him in dollars and cents than any other feature of his technical plant. The Collins Radio Company has considered this fact of utmost importance in building the 20/300 Series Broadcast Transmitters. Over a period of years it has followed their operation in the field and has overlooked no opportunity to build in greater dependability. The record of field service of the 20/300 Series Transmitters is remarkable. The Collins transmitters of this series have a combined field operating time totaling nearly half a million hours and the number of component failures in service have been so few as to be practically nil.

COLLINS RADIO COMPANY

CEDAR RAPIDS IOWA

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 15 TO JULY 30 INCLUSIVE

Decisions . . .

JULY 20
(Subject to Ratification)

APPLICATIONS GRANTED:

WTAR, Norfolk, Va.—Temp. auth. directional antenna D 1 kw.

WJAR, Providence—Ext. temp. auth. 1 kw aux. trans. as regular.

WICA, Ashtabula, O.—Mod. CP change equip., approval studio site.

MISCELLANEOUS — WHFF, Attala, Miss., granted pet. intervene applic. Standard Life Ins. Co., Jackson, Miss.; Ventura County Star and Merced Star Pub. Co. denied 90-day extension effective date decision on applic. CP Ventura, Cal.; KOOS, Marshfield, Ore., granted extension time file exceptions Ex. Rep. I-453 on applic. vol. assign. license; WEMO, Milwaukee, denied motion withdraw applic. CP without prejudice, and entered final order dismissing same with prejudice.

JULY 27
(Subject to Ratification)

APPLICATIONS GRANTED:

WAPO, Chattanooga—Auth. remain silent 10 days.

WAPY, Portsmouth, O.—Auth. remain silent 10 days.

KPRC, Houston—Ext. temp. auth. 5 kw N.

WDAF, Kansas City—License for CP and mod. 610 kc 1 kw 5 kw D unl.

KRIS, Corpus Christi, Tex.—License for CP and mod. 1330 kc. 250 w 500 w D unl.

KOKO, La Junta, Col.—License for CP 1370 kc 100 w unl.

KOHB, Rapid City, S. D.—License for CP 1370 kc 100 w 250 w D unl.

KRE, Berkeley, Cal.—License for CP 1370 kc 100 w 250 w D unl.

MISCELLANEOUS — WSBT, South Bend, Ind., effective date of order denying applic. CP extended until action is taken on petition for reconsid. & grant or in alternative for further hearing.

APPLICATION DENIED—WMBD, Peoria, Ill., temp. auth. 1 kw N.

JULY 30

APPLICATIONS GRANTED:

WFOY, St. Augustine, Fla.—CP change equip., increase D to 250 w.

WJBY, Gadsden, Ala. — CP change trans., studio site, increase D to 250 w.

WAML, Laurel, Miss.—CP change equip., increase D to 250 w.

WALA, Mobile, Ala. — Vol. assign. license to Pape Brdcstg. Co.

KFBK, Sacramento, Cal.—CP increase 5 to 10 kw.

WPTF, Raleigh, N. C.—Extension exp. auth. 5 kw LS KPO to 11 p. m. directional.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N.

KFBB, Great Falls, Mont.—Mod. license 1 to 5 kw D.

WBEO, Marquette, Mich.—Mod. license re hours.

WWL, New Orleans — Extension exp. auth. unl. 850 kc 10 kw.

KWKH, Shreveport, La. — Extension exp. auth. synchron.-WBBM from LS Lincoln to midnight; WBBM, Chicago, same.

WQDM, St. Albans, Vt.—Amended mod. license spec. to D.

WWJ, Detroit—CP main trans. as aux.

KYA, San Francisco—CP use trans. as aux.

WLBL, Auburndale, Wis. — Mod. CP move trans.

KOAM, Pittsburg, Kan. — Mod. CP trans., studio site, vert. radiator.

KOL, Seattle—Granted license for CP 1270 kc 1 kw 5 kw D unl.

WRTD, Richmond, Va.—License for CP new station 1500 kc 100 w unl.

WSJS, Winston-Salem, N. C.—Vol. assign. license to Piedmont Pub. Co.

MISCELLANEOUS—NEW, Ann Arbor Brdcstg. Co., Ann Arbor, Mich., granted pet. accept answer applic. United Brdcstg. Co.; granted petitions to intervene: WABY and WOKO, Albany, N. Y. (Citizens Brdcstg. Corp.); WKBV, Richmond, Ind. (Curtis Radiocasting Corp.); NEW, World Pub Co., Tulsa (Harry Schwartz); WJDX, Jackson, Miss. (WHEF); WDZ, Tuscola, Ill. (Decatur Newspapers Inc.); KGB, San Diego (Airfan Radio Corp.); KFPI, Spokane (C. P. Sudweeks); Honolulu Star-Bulletin and Zion Securities Corp. (Honolulu Brdcstg. Co.); WRVA, Richmond, Va., granted pet. reopen hearing applic. increase to 50 kw; NEW, City of Jacksonville, Fla., granted pet. accept answer in WTAD applic.; NEW, Ann Arbor Brdcstg. Co., granted pet. accept answer Decatur Newspapers Inc.; WQXR, New York, granted cont. hearing applic. Decatur Newspapers Inc. and United Brdcstg. Co. to 10-14-37; NEW, Warren B. Worcester, granted pet. accept answer in applic. Airfan Radio Corp., San Diego; NEW, Radiotel Corp., San Diego, granted continuance hearing 90 days; WGAR, Cleveland, granted extension time file exceptions to Ex. Rep. I-453, Terminal Brdcstg. Co. grant new station Cleveland; NEW, W. H. Hartman Co., Waterloo, Ia., granted motion accept appearance applic. new station and denied applic. Waterloo Times Tribune Pub. Co. to deny Hartmen applic. as in default; WCLS, Joliet, Ill., Commission on own motion continued hearing to 9-27-37; WSAU, Wausau, Wis., cancelled oral argument; WMEX, Boston, denied reconsid. action granting applic. WCOP; WHOM, Jersey City, denied motion dismiss without prej. applic. CP; KQW, San Jose, Cal., denied reconsid. & grant applic. auth. move trans., vert. radiator, Increase D 1 to 5 kw without hearing.

SET FOR HEARING—NEW, WAVE, Louisville, CP 250 w 500 w D unl.; NEW, Roberts-McNab, Livingston, Mont. CP 1310 kc 100 w 250 w D; WGNY, Newburgh, N. Y., increase D to 250 w; WPHR, Richmond, Va., CP increase 500 w D to 1 kw unl.; WNEL, San Juan, P. R., CP change 1290 to 590 kc; NEW, Slover Corp., Norfolk, Va., CP 100 w 250 w D 1370 kc; NEW, Harwell V. Shepard, Denton, Tex., CP 1420 kc 100 w D; NEW, W. C. Irvin, Amarillo, Tex., CP 1500 kc 100 w 250 w D; NEW, Larry Rhine, San Francisco, CP 980 kc 250 w D; NEW, Fred M. Wiel, Grand Coule, Wash., CP 1420 kc 100 w 250 w unl.; NEW, Carl Latenser, Atchinson, Kan., CP 1420 kc 100 w D; NEW, Four Lakes Brdcstg. Co., Madison, Wis., CP 830 kc 100 w D; KYW, Philadelphia, CP increase 10 to 50 kw; NEW, W. Va. Brdcstg. Corp. Charleston, W. Va., CP 1500 kc 100 w 250 w D unl.; NEW, W. Va. Brdcstg. Corp., Wheeling, CP 1310 kc 100 w unl.; NEW, Scarborough & Orvin, Charleston, S. C., CP 1210 kc 100 w 250 w D unl.; KSEI, Pocatello, Id., CP increase N to 500 w; KTUL, Tulsa, CP increase to 1 kw 5 kw D; NEW, Martin R. O'Brien, Aurora, Ill., CP 1250 kc 250 w D; WAAB, Boston, CP increase to 1 kw; WJBK, Detroit, CP change 1500 to 1510 kc; NEW, J. P. Harris, Hutchinson, Kan., CP 710 kc 1 kw D; NEW, Sam Houston Brdcstg. Assn., Huntsville, Tex., CP 1500 kc 100 w D; NEW, O. C. Burke, Dickinson, Tex., CP 1500 kc 100 w unl.; NEW, Sims Brdcstg. Co., Globe, Ariz., CP 1210 kc 100 w 250 w D; NEW, Louisa B. & M. E. Thornton, Port Angeles, Wash., CP 1500 kc 100 w 250 w D unl.; NEW, Brenau College, Gainesville, Ga., CP 1420 kc 100 w 250 w D unl.; NEW, Natl. Life & Acc. Ins. Co., Nashville, CP 1370 kc 100 w 250 w D; NEW, Tri-City Brdcstg. Co., Schenectady, CP 950 kw 1 kw unl.; NEW, Ward Optical Co., Fayettesville, Ark., CP 1310 kc 100 w unl.; NEW, Panama City Brdcstg. Co., Panama City, Fla., CP 1420 kc 100 w D; WBAA W. Lafayette, Ind., CP increase 500 w to 5 kw D; KGAR, Tucson, Ariz., CP increase N to 250 w; KGMB, Honolulu, CP change 1320 to 580 kc; WNOX, Knoxville, CP change 1 to 5 kw N; Cedar Rapids, CP increase N to 5 kw; KFJZ, Ft. Worth, CP trans. control to Ruth G. Roosevelt, WACO, Waco, KTSA, San Antonio, KNOW, Austin, Tex., assignment license to Hearst Radio Inc.

Examiners' Reports . . .

NEW, Food Terminal Brdcstg. Co., Cleveland—Examiner Bramhall recommended (I-458) that applic. CP 1500 kc 100 w D be granted.

WBCM, Bay City, Mich.—Examiner Irwin recommended (I-459) that applic. mod. license D to 1 kw. be granted.

WORL, Boston—Examiner Arnold recommended (I-460) that applic. increase 500 w D to 1 kw unl. directional N be granted.

NEW, Ann Arbor Brdcstg. Co. Inc., Ann Arbor, Mich.—Examiner Hill recommended (I-461) that applic. CP 1550 kc 1 kw unl. be denied.

NEW, General Electric Co., Belmont, Cal.—Examiner Hill recommended (I-462) that applic. CP 9530 and 15330 kc 20 kw unl. (Rule 983) be granted.

WLB, WTCN, Minneapolis; WCAL, Northfield, Minn.—Examiner Seward recommended (I-463) that applic. WLB change 1250 kc 1 kw spec. to 760 kc 5 kw Sh.-WCAL (2/3 D) be granted; that applic. WCAL change 1250 kc 1 kw 2½ kw LS spec to 760 kc 5 kw (Sh.—WLB (1/3 D) be granted; that applic. WTCN increase spec. to unl. be granted if WLB and WCAL applic. are granted, but denied if WLB and WCAL applic. are denied.

WIOD-WMBF, Miami, Fla.—Examiner Hyde recommended (I-464) that applic. change 1300 to 610 kc be granted.

WBOW, Terre Haute, Ind.; NEW, Glenn E. Webster, Decatur, Ill.—Examiner Dalberg recommended (I-465) that applic. WBOW change 1310 kc 100 w 250 w LS unl. to 1290 kc 500 w 1 kw LS unl. be granted; that applic. Glenn E. Webster for CP 1290 kc 250 w D be denied.

NEW, Robert E. Clements, Huntington Park, Cal.—Examiner Hyde recommended (I-466) that applic. CP 1160 kc 250 w D be dismissed with prejudice.

NEW, Young People's Assn. for Propagation of Gospel, Shark River Bay, N. J.—Examiner Berry recommended (I-467) that applic. CP 640 kc 5 kw D to LS at KFI be dismissed with prejudice.

WSPA, Spartanburg, S. C.—Examiner Dalberg recommended (I-468) that applic. CP change 920 kc 1 kw D to 880 kc 5 kw D be denied.

NEW, John C. Hughes, Phenix City, Ala—Examiner Irwin recommended (I-469) that applic. CP 1310 kc w D be denied.

NEW, WRBC Inc., Cleveland—Examiner Dalberg recommended (I-470) that applic. CP 880 kc 1 kw unl. be denied.

Applications . . .

JULY 16

WCBS, Springfield, Ill.—CP new trans. increase D to 250 w.

KYA, San Francisco—CP move trans. locally.

July 17

KFEQ, St. Joseph, Mo.—Mod. CP vert. antenna, move trans., to further request auth. move trans.

KICA, Clovis, N. M.—CP antenna approval, move trans. locally.

JULY 20

WTIC, Hartford—Ext. exp. auth. change 1060 to 1040 kc, Sh.-WBAL to Simul.-KRLD.

WBAL, Baltimore—Ext. spec. auth. change Sh.-WTIC to Simul.-KTHS to LS 1060 kc, Synchro.-WJZ 760 kc after 9 p. m. 2½ kw.

WESG—Elmira, N. Y.—Ext. exp. auth. 850 kc daylight to sunset New Orleans.

WMBS, Uniontown, Pa.—License for CP as mod. new station.

NEW, Amarillo Brdcstg. Corp., Amarillo, Tex.—CP 1500 kc 100 w unl.

KHBG, Okmulgee, Okla.—Mod. CP 1210 kc 100 w D to change equip., approval studio, trans. sites.

WGTM, Wilson, N. C.—License for CP as mod. new station.

KUOA, Siloam Springs, Ark.—Mod. license D 2½ to 5 kw.

KTHS, Hot Springs, Ark.—Ext. exp. auth. change 1040 to 1060 kc, Sh.-KRLD to Simul.-WBAL to LS, suspend to 8 p. m. and unl. 8 p. m. to midnight.

KRLD, Dallas—Ext. exp. auth. Simul-WTIC.

WNAX, Yankton, S. D.—Auth. transfer control from Chas. H. Gurney to South Dakota Brdcstg. Corp.

WEAU, Eau Claire, Wis.—Auth. transfer control Morgan Murphy to Elizabeth B. Murphy.

KMPC, Beverly Hills, Cal.—Exp. auth. unl.

NEW, Tom Olsen, Port Angeles, Wash.—CP 1420 kc 100 w unl., amended 1420 to 1500 kc, 100 to 250 w, hours from unl. to D.

NEW, Shirley D. Parker, Yakima, Wash. —CP 1310 kc. w 250 w D unl.

JULY 22

NEW, Connecticut State College, Storrs, Conn.—CP exp. high-freq. 250 w.

W1XNU, New Haven—License for CP relay station.

WOKO, Albany—CP new trans. equip.

WMAS, Springfield, Mass.—CP new trans., move trans., vert. antenna.

WKOK, Sunbury, Pa.—Auth. transfer control from Sunbury Item to George W. Beck, Basse A. Beck and Harry H. Haddon.

KGVL, Greenville, Tex. — Mod. CP change equip., move trans.

NEW, Northwestern Brdcstg. Co., Vernon, Tex.—CP 1500 kc 100 w. unl.

KFBI, Abilene, Kan.—CP new trans., vert. antenna, move trans., studio.

KTKC, Visalia, Cal.—License for CP as mod. new station.

JULY 26

WJIM, Lansing, Mich.—License for CP new trans.

WTAR, Norfolk, Va.—License for CP change equip., directional antenna.

WEST, Easton, Pa.—Mod. license Sh.-WKBO to Simul.-D, Sh.-WKBO N.

WKBO, Harrisburg—Mod. license Sh.-WEST to Sh.-WEST unl. D, Sh.-N.

KTSM, El Paso—CP change 1310 to 1350 kc, new trans., change antenna, increase 100 w 250 w D to 500 w, change Sh.-WDAH to unl., move trans.

NEW, W. A. Barnette, Greenwood, S. D. —CP 1370 kc 250 w D.

WDAH, El Paso—Mod. license 1310 to 1200 kc, Sh.-KTSM to unl., contingent KTSM being granted 1350 kc.

WHLB, Virginia, Minn.—License for CP change equip., increase power.

KSTP, St. Paul—License for CP change equip.

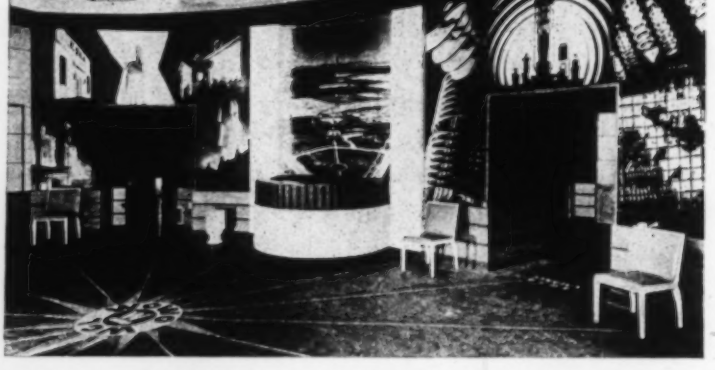
NEW, Hollenbeck Heights Christian Church, Los Angeles—CP 1170 kc 100 w ltd.

NEW, W. H. Kindig, Hollywood—CP 710 kc 500 w ltd., fac. KMPC.

KUJ, Walla Walla—CP increase 100 w to 100 w 250 w D.

KXRO, Aberdeen, Wash.—License for CP increase D power, move trans.

KVEC, San Luis Obispo, Cal.—Mod. license D to unl., 250 w to 100 w 250 w D.



RADIO IN MODERN MOTIF—Strikingly showing various elements of radio in its murals this view of the lobby of the new WOWO-WGL, Fort Wayne, Ind., shows how effectively photo-murals can be applied to radio stations. Particularly attractive is the floor, custom-built of Armstrong linoleum, eggplant color and with a 16-point star of tan and terra cotta. Call letters are of dark linoleum on a light background.

What Goes Up . . .

WHEN NBC dedicated the new studios of WRC and WMAL in Washington July 22 [see story on page 18], it released 1,000 balloons, a stunt sponsored by 35 local advertising agencies and merchants who offered 175 prizes ranging from theatre tickets and free laundry service to merchandise and cash discounts. Most of the balloons came down in the District or in nearby Maryland and Virginia, but three of them sailed down near Mrs. Rose Pasquarello as she sunned herself on the beach at Nantasket, Mass., one landed on Donald D. McLaughlin's lawn at Sewell, N. J., and 17 balloons which had been inadvertently released together bounced down on Albert Bonocin's farm near Newfield, N. J. Radio sets were sent to the long distance prize winners.

Presto Enlarges Plant

NEW impetus has been given to recording activity by the recent stunt pickups of the *Hindenburg* crash by WLS, Amelia Earhart's takeoff from Miami by WQAM and the landing of the Russian fliers by KMTR, Hollywood, according to Presto Recording Corp., which reports that the use of instantaneous recordings in connection with radio station operation has nearly tripled its business so far this year over the same period of 1936. Anticipating further expansion, Presto has leased space in a building adjoining its present plant at 139 W. 19th St., New York, doubling its plant capacity. Orders from foreign stations, particularly Australian and Latin American, have been especially heavy, it was stated.

ELIZABETH AMBROSE, stylist for Saks-Fifth Avenue, New York department store, and Nancy Turner, director of women's programs for WFBR, Baltimore, are in Paris to cover the autumn fashion openings for Transradio Press. Miss Ambrose will cable daily reports for the Colgate-Palmolive-Peet broadcast *Women Make the News* which Transradio handles. Miss Turner will handle the fashion news for Transradio's general service.

RADIO WRITERS Laboratory, script syndicate of Lancaster, Pa., has accepted *The Ghost of Sioux Creek*, by Donald Thompson, production manager of WHO, Des Moines, and will publish it for radio dramatization. Show is a radio adaptation of Thomas Duncan's story *The Druggist*, first presented on the *WHO Playhouse*.

JULY 27

NEW, WDRC Inc., Hartford—CP high-freq. 1 kw.

WRDW, Augusta, Ga.—License for CP as mod. increase power etc.

KVOX, Moorhead, Minn.—Mod. CP 100 w to 100 w 250 w D, hours to unl., vert. antenna.

JULY 30

NEW, Pawtucket Brdcstg. Co., Pawtucket, R. I.—CP 1390 kc 1 kw unl. directional.

WCKY, Cincinnati—License for CP increase power.

WGH, Newport News, Va. Exp. auth. facsimile station 190 w.

WKEU, Griffin, Ga.—CP change 1500 to 1310 kc, D to unl. 100 w 250 D, move trans., studio, to Macon.

WHBF, Rock Island, Ill.—CP vert. antenna, move trans.

WNBR, Memphis—Auth. transfer control from Memphis Commercial Appeal Co. to Memphis Press-Scimitar Co.

EQUIPMENT

CONSTRUCTION of the new KWNO, Winona, Minn., 100 watts daytime on 1200 kc., will start about Aug. 15, with all equipment ordered from Western Electric, according to M. H. White, business manager of the *Winona Republican-Herald* and one of the partners in Winona Radio Service, holders of the construction permit. Personnel has not yet been selected.

COMBINED new studio and transmitter building of WJBY, Gadsden, Ala., ultra-modern in design, is expected to be in operation by Aug. 15. On Aug. 1 construction of a new vertical antenna was begun.

TWO new portable narrow range shortwave transmitters are being tried out by Harold Singleton, chief engineer of KGW-KEX, Portland, Ore., for special events.

COMPLETION of the 485-foot vertical tower for WJBO, Baton Rouge, La., was expected by Aug. 1.

WHITFORD DRAKE, president of Electrical Research Products Inc., New York, after four weeks in Hollywood, is on his way home, having left the West Coast July 28. He was in Hollywood to inspect Erpi's new plant additions at Romaine & Seward St., where the company's West Coast activities will be centered after Sept. 1. New plant is being erected at a cost of more than $250,000.

WESTERN ELECTRIC Co. has issued three new bulletins. The first describes the new 104A, 105A and 106A amplifiers, the second takes up the new 110A program amplifier, and the third describes the new 23B input equipment designed for use by stations when the operators ride channel gain by means of the main gain control.

RCA Mfg. Co., Camden, N. J., announces sale of the following equipment: WIRE, Indianapolis, 250-D transmitter; KROC, Rochester, Minn., 100-EM modulator unit; KGLO, Mason City, Ia., 100-EM modulator unit; WJIM, Lansing, Mich., 250-D transmitter and KELO, Sioux Falls, S. D., 100-G transmitter and studio equipment.

STUDIO equipment used by WRC and WMAL, NBC Washington stations, prior to their removal to new studios in the Translux Building, has been purchased by the Capitol Radio Engineering Institute, of Washington. The engineering school purchased practically all of the control equipment, including switching panels, amplifiers, racks, control equipment, battery installations, and battery switchboards. Also included were loud speakers, microphones and portable units. The equipment is being installed in the residence school operated by the Institute for use by students, along with other laboratory equipment now in operation.

IRVIN W. VEIGEL, since 1931 an accountant with the B-L Electric Mfg. Co., St. Louis, manufacturers of rectifiers and condensers, has been appointed treasurer of the company. Carl E. Peters has been promoted to secretary.

WITH the building completed at the mouth of Islais Creek, three miles from downtown San Francisco, the new transmitter of KSFO, San Francisco, is now being installed by James Middlebrooks, construction engineer. A 400-foot triangular tower, self-supporting, will rise from the top of the structure.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

AFTER THE STORM—The tower of WSPD looked like this after it was struck by a terrific windstorm.

RANGERTONE Inc., Newark, makers of broadcast sound equipment, has placed a number of its new electric chimes in stations throughout the country, according to Maj. R. H. Ranger, president. All NBC owned and operated stations have purchased the chimes, and WFIL, Philadelphia, will place its new set in operation late in August. The chimes, which are entirely automatic with push buttons doing the work, are sounded in a manner similar to the old Swiss music box.

WCAU, Philadelphia, will begin construction of its new high-frequency station, W3XIR, in August and expects to start operation early in 1938. John G. Leitch, technical supervisor of WCAU, announces that the new transmitter will be located atop a downtown building, will operate with 100 watts on four frequencies and have a line-of-sight operation within a radius of 25 miles.

WGY, Schenectady, has begun construction of a new modernistic studio building, with completion required by Jan. 1 under the contract awarded the A. L. Hartridge Co., New York. The two-story building will have a glass-brick front. There will be five air-conditioned studios, including an electric kitchen studio.

WSPD, Toledo, Antenna Wrecked by Heavy Storm

A STORM July 16 struck the 214-foot vertical antenna of WSPD, Toledo, tearing and twisting 114 feet of it into a crumpled mass of wreckage. The station went off the air at 7:38 p. m. Engineers on duty at the time were Vern C. Alston and Larry Larsen, neither of whom were injured. During the three hours WSPD was off the air the entire engineering staff worked through rain and lightning to erect temporary lines so that broadcasting could be resumed. Mr. Alston, chief engineer, climbed what remained of the tower, a height of about 100 feet, to fasten the temporary lines, amid flashes of lightning and torrents of rain. Members of the staff on the ground feared for his safety because of the possibilities of another bolt of lightning striking the twisted framework. WSPD resumed its regular broadcasting schedule at 10:28 p. m. J. Harold Ryan, vice-president of Fort Industry Co., which owns and operates WSPD, estimated damage above $3,000.

Work of rebuilding the wrecked tower began immediately under the direction of Chief Engineer Alston, with T. C. Brennen, of the Blaw-Knox Co., on the job as supervisor. Assisting are Engineers George Brown, Larry Larsen and Bill Stringfellow. The tower will be the same as the original except that the superstructure and cross-stays will be of heavier material. The new antenna is expected to be in operation about Aug. 5.

WFIL, Philadelphia, has purchased a four-manual Kilgen organ, costing $22,700, to be completed in mid-September, in time for the opening of the station's new studios now under construction in the Widener Bldg., Broad and Chestnut Streets.

UNIVERSAL VELOCITY MICROPHONE

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100% APPEARANCE
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OR 100% REFUND

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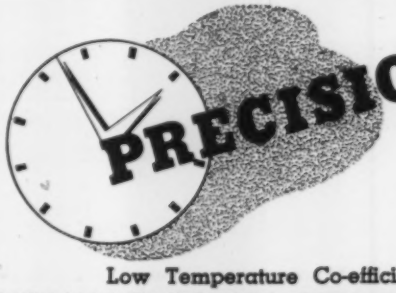

Scientific Radio Service Crystals are recognized the world over for Dependability, Output and Accuracy of Frequency. Crystals for any frequency between 13 and 8000 kc. ground to an accuracy of BETTER than .01%.

Low Temperature Co-efficient Crystals

Supplied in Isolantite Air-Gap holders in 350-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-871 for Price list.

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HYATTSVILLE, MD.

Merchandising & Promotion

Golfers on *Clock*—I Like Oxydol—Sky Smoke—Milk Magazine—Travel Help— Screen Tests—Milk Jingles

MARSHALL FIELD & Co., Chicago store, capitalized on the $10,000 Chicago Open Golf tournament won by Gene Sarazen July 25 by interviewing famous golfers on the store's morning *Musical Clock* broadcasts on WBBM. Field's linked the golf tourney with the golfing equipment featured on the fifth floor of the store through a contest offering 10 complete sets of matched woods and irons together with a golf bag, (each outfit valued at $150) to the 10 persons who chose the three winning golfers and their scores and gave the best reasons for their selection. One hundred runner-ups each received a dozen golf balls of their own choice. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

* * *

FOR the best endings in 25 words or less to the sentence beginning "I like Oxydol for washing clothes because . . ." Procter and Gamble Co. will give away a new $1,000 bill daily for 30 days, beginning Aug. 9 and running daily except Saturdays and Sundays, until Sept. 17. Each day a separate contest will be conducted. Entries must be accompanied by box tops or facsimiles. Contest will be advertised on the *Oxydol's Own Ma Perkins* broadcasts and in magazines. Blackett-Sample-Hummert Inc., Chicago, is the agency.

* * *

HYDE PARK BREWERIES Assn. Inc., St. Louis, is promoting its sports programs on KWK, that city, by using pictures of KWK sportscasters on its billboards. During July the photograph of Ray Schmidt occupied the billboards and the picture of Johnny O'Hara was to be used throughout August. In addition to baseball broadcasts, the brewing company sponsors boxing and wrestling matches and a Saturday night variety hour on KWK.

* * *

TO ALLOW the entire audience and not a sextet of selected listeners to take part in its *Quiz Quest*, broadcast each Tuesday on WFAS, White Plains, N. Y., Golden Brothers Inc., retailer of that city, now has the questions asked on one broadcast and answers them the following week, asking listeners to mail or bring their answers to the store and offering merchandise prizes for the best sets of replies received.

* * *

WBS has completed a sound movie film portraying the process of making transcriptions. Titled "On the Air With World," the quarter-hour film is announced by Jean Paul King. It can be viewed at the WBS offices in New York and Chicago and is available to groups wishing to show it.

WBS has issued a promotion brochure on its new Chicago headquarters.

* * *

WCCO, Minneapolis, recently engaged an airplane to write its call letters in the sky 10,000 feet above the city. Colonel Arthur Goebel, skywriter, participated in a two-way broadcast on WCCO while he was writing the call letters.

KYOS, Merced, Cal. struck upon a merchandising idea recently that is bringing hundreds of new customers to the stores of its advertisers. The program, titled *The Market Basket*, is a participating program with 12 sponsors. Each day during the broadcast either the owner or a clerk of a sponsor's establishment goes to the radio studios and reads a spot announcement. The first woman listener to telephone KYOS the name of the clerk and the place of his employment is awarded a market basket filled with $1 merchandise orders from each of the dozen sponsors.

Since the inauguration of the program women have been pouring into the stores of the firms mentioned on the *Market Basket* to learn the names and voices of the clerks and managers.

* * *

BORDEN'S FARM PRODUCTS Co. Inc., New York, will bring *Borden's Special Edition* back on WEAF on Sept. 10, following a month's layoff. Program, advertising milk, cream, and other dairy products delivered by milkmen, is a half-hour radio newspaper for women. A printed tabloid newspaper, distributed by Borden drivers to women requesting it, has attained a weekly circulation of 300,000. Program is written and produced by Stella Ungar of radio department of Erwin, Wasey & Co. Inc., New York.

* * *

WJEJ, Hagerstown, Md., is offering 52 quarter-hour periods to local merchants as the prize for the best program idea submitted. The contest is open only to merchants. It was started at the same time a local rate increase was announced and is said to have offset objections to the new scale.

* * *

LONGINES-WITTNAUER Co., Inc., New York, has placed metallic counter plates in jewelry stores throughout the New York metropolitan area, reading "Set your watch by Longines time signals, correct to 1/20 of a second, broadcast nightly on radio station WOR every hour on the hour."

WOAI, San Antonio, has issued a 24-page promotion booklet titled *News*, which covers every phase of the WOAI news department's activity. Members of the news staff are shown in action, the booklet being liberally illustrated. Sections are devoted to special events, timely interviews, personalities, human interest editing, local news and publicity, each being appropriately illustrated. Mail and sponsor materials are included.

Upon completion of the brochure members of the *News* staff began a friendly rivalry to see who could garner the most mail from various types of offers. Ken McClure offered a booklet on traffic safety. Pat Flaherty, sports editor, offered a baseball book. Leona Bender offered a booklet on her morning program dealing with women's news.

* * *

PASSENGERS on the Union Pacific's crack train "Portland Rose" are greeted like this as the train gets within 30 miles of KIDO, Boise, Mont.: "And we play the following brief interlude of music especially for passengers of the 'Portland Rose' and wish them a friendly welcome to the city of Boise." Passengers are urged to visit the Howard Platt Gardens surrounding the Union Pacific Depot." The idea is a builder of good-will among passengers.

* * *

WOWO, Fort Wayne, has mailed a folder describing *The Modern Home Forum*, a program originating in the station's test kitchen. The folder tells of the program variety, the results for the advertiser, and a word about Jane Weston, the home economist.

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GOLDENROAD ICE CREAM Co., Chicago, is giving away five different foreign travel labels every week to purchasers of its ice cream. The labels can be made into lamp shades, screens, bridge table tops and other home decorations. The ice cream firm recently started a quarter-hour thrice-weekly children's program called *European Travel Tour* on WGN. Salem N. Baskin Adv. Agency, Chicago, handles the account.

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WHIO, Dayton, is placing two-colored streamers on all local taxi cabs suggesting that there is "Always a Good Show on WHIO at 1260 on Your Radio Dial."

SHAKESPEAREAN—The Los Angeles public library installed display material to exploit network broadcasts of Shakespeare's masterpieces, including the special display at left. The library lecture room is opened to the public for CBS plays heard on KNX. Bullock's, Los Angeles department store, devotes a window to the cycle, changing the display weekly. At right is a corner of the Bullock display.

RELIANCE MFG. Co., Chicago (Big Yank work shirts, underwear, etc.) will give six gas-driven auto-scooters as main prizes in a contest to close Sept. 4. Winners will be judged solely by the quantity of Big Yank labels sent in before that date, the labels being taken from shirts, pants, underwear and children's play suits. In addition to the program being presented on 30 stations, the Reliance firm will use five-minute and quarter-hour transcriptions on the stations from Aug. 16-21 to promote the contest. Dealers are being given a pad of hints on how best to make up their window displays for the contest with the winning dealers being awarded $25 prizes. Mitchell-Faust Adv. Co. Inc., Chicago, is the agency.

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BARNETT'S MILLINERY STORES, Chicago, is offering a chance for an RKO screen test and a trip to Hollywood with all expenses paid to winners of its *Amateur Hour* which began over WIND, Gary, July 30. The outstanding amateur selected by the end of August will be given a two-day trip to Chicago to attend the Carnival of Lakes and an opportunity to participate for the grand prizes to be offered in connection with RKO pictures. In addition, cash awards are being offered the winners each week as well as tickets for the coming Carnival of Lakes, a feature of the Chicago Charter Jubilee.

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HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk), started a four-week jingle contest July 23 on its NBC *Lum & Abner* program and is giving away two deluxe Silver King bicycles daily. Entrants are required to accompany their last line to a jingle read on the program with a top from Horlick's malted milk—either the powder or tablet form. Judges in the contest are Dr. Lyndon O. Brown, head of the Northwestern University (McKinlock campus) advertising department, and Esther Schultz, radio director of the *Chicago Evening American*. Lord & Thomas, Chicago, is the agency.

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CIRCUMVENTING the U. S. postal regulation against the shipment of matches through the mail, WPG, Atlantic City, in July, mailed packages of book matches in asbestos envelopes to 1325 national advertisers and advertising agencies. Twelve books, wrapped in cellophane and containing the station's advertising message, were mailed to each individual on the list. Similar promotion will be made periodically during the year. The Yankee Network also has made a match mailing using asbestos boxes.

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BERNICE JUDIS, manager of WNEW, New York, is encouraging program suggestions from station employes by offering cash prizes for any ideas good enough to try out on the air. Stressing the commercial angle, the offer is in two parts, one when the program goes on the air, the other when it gets a sponsor. At the end of the first week no awards had been made, but the engineers were way out in front in the number of suggestions.

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WKBB, Dubuque, has published an illustrated brochure presenting market and trade data covering that market.

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